



香港品牌發展局

Hong Kong Brand Development Council

2021-2022 ANNUAL REPORT 年報

引領工商界立品創名

推動香港成為名牌薈萃之都

Steering our industries towards brand-building,
and developing Hong Kong into a brands hub

Awards 選舉

Nurturing 培育

Promotion 推廣

Exchanges 交流



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願景 Vision

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Steering our industries towards brand-building,
and developing Hong Kong into a
brands hub

宗旨 Mission

- 提高香港品牌的知名度
To promote Hong Kong brands
- 弘揚原創精神
To advocate innovations and creativity
- 締造有利於品牌發展的社會環境
To foster an environment conducive to
brand-building
- 促進品牌方面的企業交流、聯誼與合作
To enhance exchange, association and
cooperation among companies in regard
to brand development

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主席序辭 Chairman's Statement



香港品牌發展局主席
陳國民博士, MH
Chairman of the Hong Kong
Brand Development Council
Dr Edward Chan, MH

回顧過去的一年，內外經濟形勢起伏跌宕，新冠疫情揮之不去，2022年初香港更爆發了更為嚴峻的第五波疫情。面對劇烈的市況波動和接踵而來的挑戰，香港業界表現出巨大的韌性和靈活性。他們迎難而上，一方面發揮「遇逆更強」的精神，戮力推動業務重回正軌；另一方面更憑著敏銳的洞察力及早籌謀，透過發掘新的市場機遇、擁抱新科技和引進新的商業模式，從「新」出發，開闢業務發展的新路向。

同樣，無論是疫情的衝擊還是經濟風雨的洗禮，都絲毫沒有動搖業界高舉「香港品牌精神」的決心。近年本港湧現了無數以品牌策略「逆轉勝」的商業傳奇；許多本地企業在努力抗疫和克服短期經營困難的同時，從未放慢品牌創建的步伐，而是以更大的熱誠和持續的投入，加緊打造「品牌競爭力」。正因如此，香港品牌發展局(品牌局)最新引入的「香港品牌名冊」登記制度在業界引起了熱烈的反響；短短一年多時間內吸引超過200個本地原創品牌進行身份的認定和上載資料於網上中央資料庫，構築了另一道展現「真·正·香港品牌」強大陣容的「風景線」。

由品牌局與香港中華廠商聯合會(廠商會)合辦的「品牌選舉」是香港品牌發展的重要方向標。雖然2021年「選舉」在舉辦過程中遭遇了一系列困難，但在業界的齊心協力下，「選舉」一如既往取得美滿的成績。得獎品牌無論在數目還是質素上均保持一貫的高水準，展示了香港品牌的最新風貌和驕人成就；他們砥礪前進、勇於超越的成功故事，再次彰顯了業界以品牌創造價值、以品牌為「抓手」推進升級轉型的堅定信念。

疫情促使人們反思人與自然、經濟與生態、發展與保育之間的關係，更成為企業將可持續發展思維和ESG(環境、社會及管治)理念納入投資和經營決策的催化劑。配合這一方興未艾的潮流，品牌局透過舉辦研討會、培訓項目以及屬下「中小企品牌群策營」的分享活動，加強公眾教育，向業界推廣和傳播ESG的理論與最佳實踐。

Over the course of past year, the economic terrains both externally and on the home front were rugged as the COVID-19 pandemic persisted. The fifth wave of the pandemic that broke out in Hong Kong in early 2022 proved more treacherous than most. In the face of the manifold challenges on the heels of the extremely volatile market situation, members of the Hong Kong business sector exhibited enormous resilience and agility. They soldiered on, bringing into play the “strength through adversity” spirit in an effort to steer their business back onto the right track. In the meantime, the industries exercised sharp insight and had the foresight to tap new market opportunities, embrace new technologies and try their hands at new business models to take their business off the beaten path towards a “new” dawn.

The pandemic impact and the economic ebb and flow alike did not dampen our industries’ unwavering determination to keep the “Hong Kong brand spirit” high. In recent years, there emerged numerous business legends that turned adversity into triumph through the implementation of brand strategy. Especially in the fight against the epidemic, many local enterprises managed to overcome short-term operational difficulties without slowing down the pace of brand development. Rather, they demonstrated greater enthusiasm and uninterrupted commitment to building up their “brand competitiveness”. For this reason, the “Hong Kong Brand i-Directory” (Brand HKiD) Registration System, which was newly introduced by the Hong Kong Brand Development Council (the BDC), triggered enthusiastic response across the business sector. Within a short span of around one year, the system attracted more than 200 local original brands to verify their identity and upload their information onto the online centralised database, constituting another star-studded line-up of “Authentic Hong Kong Brands”.

The Brand Awards, jointly organised by the BDC and the Chinese Manufacturers’ Association of Hong Kong (the CMA), have been standing as an important signpost for Hong Kong brand development. Although the 2021 Awards encountered a few challenges during preparation, it reaped satisfactory results on the back of the concerted effort from members of the business community. The awardees maintained a consistently high standard in terms of both quantity and quality, demonstrating the latest developments and remarkable achievements of Hong Kong brands. Their success stories of perseverance and their courage to make headway against the odds again underscore the industries’ undeterred confidence in creating value through branding and driving upgrading and transformation by leveraging off the brand power.

The pandemic has prompted us to reflect on the relationship between people and the nature, the economy and ecology, as well as development and conservation. It has also become a catalyst for enterprises to inject sustainable development thinking and ESG (Environment, Social and Governance) concepts into their investment and operational decisions. In line with this burgeoning trend, the BDC stepped up public education by organising seminars, training workshops and sharing sessions under the roof of its affiliated “SME Branding Club”, with a view to promoting to the public and keeping the industries abreast of ESG principles and best practices.

At the same time, the Council also made significant enhancement to the assessment mechanism of the Brand Awards and Hong Kong Top Brand Mark Scheme, expanding the “Environmental Performance and Social Responsibility” criteria to “Environmental Performance, Social Responsibility and Corporate Governance”. This amendment, by inculcating a wider scope of sustainability elements,

同時，品牌局亦對「品牌選舉」及「香港名牌標識(TOP 嘜)計劃」的審核機制進行了重大修訂，將其中的「環保與社會責任」標準擴充為「環保、社會責任及企業管治」，以引入更全面的可持續發展元素，確保這項品牌發展的「標杆」基準能與時俱進，持續屹立於領先位置。品牌局還在此基礎上探索一套適合香港企業的「ESG執行實務類別」指南，並支持和協助廠商會發起一項約章計劃，以鼓勵業界特別是中小企業坐言起行，提升ESG表現，確立以可持續發展為導向的經營方針。

當前，國家正推動建設高水平的「全國統一大市場」；粵港澳大灣區不但是香港企業融入國家「內循環」經濟的最佳切入點，更為香港品牌的持續發展提供了廣闊的空間。品牌局近年積極倡導共建「品牌大灣區」的願景，呼籲本港企業依託「香港品牌」優勢深耕區域市場，並引領大灣區的品牌創建與品牌合作，帶動區域的高品質發展。

品牌局在「工商機構支援基金」的資助下，開展了一系列有關大灣區消費市場的研究；今年初發表了《「大灣區品牌制勝謀略」企業案例研究報告》，解構成功品牌的發展模式和致勝要素，為香港企業瞭解灣區市場以及制訂品牌發展策略提供借鑒和具啟發性的參考建議。品牌局正密鑼緊鼓地籌備重啟「香港•進•品牌大灣區」項目的其他活動，爭取在通關條件許可時盡快赴廣州、澳門等城市舉辦大型品牌產品展示；亦聯同內地的合作機構積極推進公益直播活動的落地工作，以冀協助本港企業借新興起的電子商務模式，加快進軍大灣區零售市場。

在過去一年裡，儘管面對重重挑戰，品牌局各方面的工作仍漸次復常，更順利鋪展多項新猷；這全賴會員的全力支持和社會各界的熱心襄助。特別是疫情下會務活動常有延期和其他特殊安排，會員企業每每予以理解 and 體諒；他們還與品牌局一起推動會務和服務「上線」、踴躍參與本局和廠商會發起的抗疫支援項目，更在各自的崗位上為促進香港的經濟復甦和社會和諧而默默耕耘。我謹此向品牌局會員致敬，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的精心指導、全體理事的鼎力協助、秘書處職員的辛勤工作，以及政府有關部門和各界團體的精誠合作。

隨著香港經濟踏入由穩及興的新階段，我衷心希望品牌局能夠在社會各方的支持下，踔厲奮進，與香港企業攜手揚帆品牌「智」勝的新征程。

ensures that BDC's brand development benchmarking system not only moves with the times but also stands the test of time in its leading position. On this foundation, the BDC also tailored a set of "ESG Implementation Practice Taxonomy" guidelines for Hong Kong enterprises, and furnished support and assistance to the CMA for a pledge programme which aims at encouraging the business sector especially SMEs to take action towards raising their ESG performance and establishing sustainability-led business directions.

Mainland China is currently looking to build up a high-standard "Unified National Market". The Guangdong-Hong Kong-Macao Greater Bay Area (the GBA) not only opens up a window for Hong Kong enterprises to integrate into the Country's "Dual Circulation" economy, but it also creates ample space for local brands to pursue further development. The BDC has in recent years actively advocated a "Brand Greater Bay" vision, calling on Hong Kong enterprises to ride on the "Hong Kong Brand" advantage to deep-plough domestic market and lead GBA brand building and brand collaboration in a bid to spearhead high-quality development of the region.

Under the sponsorship of the Trade and Industrial Organisation Support Fund, the BDC kicked off a series of researches on the GBA consumption market and released a "Effective Branding in Greater Bay Area" Company Case Study Report" earlier this year. The report looks into pioneer brands' development models and the keys to success, providing insightful references and inspirational suggestions to Hong Kong enterprises, in an attempt to shed light on the effective strategies for entering the market and promoting brands in the GBA. The BDC is gearing up for the re-launch of other initiatives under the government-subsidized "Brand Greater Bay Project". When conditions for resumption of quarantine-free travel become favourable, the BDC will endeavour to visit such cities as Guangzhou and Macao to hold large-scale product showcases. We are also joining forces with partner organisations on the Mainland to press ahead with the implementation of live-streaming campaign, in an effort to assist Hong Kong enterprises to ride on the emerging e-commerce business model for a timely entry into the GBA retail market.

Despite the multiple challenges across the past year, the BDC has continued to resume its various undertakings and successfully rolled out several new initiatives. All this was attributable to BDC members' stellar support and the wholehearted assistance from members of the society. Particularly, member companies often showed their understanding and tolerance when council activities had to be postponed or rearranged due to the epidemic. They also worked in tandem with the BDC on putting council activities and services "online", took part with great enthusiasm in anti-pandemic projects initiated by the BDC and CMA, and discharged their own duties diligently to facilitate Hong Kong's economic recovery and social harmony. I would like to take this opportunity to salute to the BDC members and express my gratitude to our Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus and Advisors for their meticulous guidance, to the General Committee members for their unreserved assistance, to the Secretariat staff for their hard work, and to the relevant government departments and organisations for their sincere cooperation.

As the Hong Kong economy moves forward into a new phase of stability towards greater prosperity, I expect that the BDC will press ahead on the support of members of society and set sail alongside Hong Kong enterprises into a "Branding to Win" new era.

理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳國民博士, MH Dr Edward K M Chan, MH

副主席 Vice Chairmen:

盧金榮博士, 太平紳士 Dr Lo Kam Wing, JP
陳家偉先生, MH Mr Calvin K W Chan, MH
吳清煥先生 Mr Ng Ching Wun
黃偉鴻博士 Dr Ellis W H Wong
沈運龍博士 Dr Aaron W L Shum

顧問 Advisors:

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吳秋全先生 Mr Charles C C Ng
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黃偉雄先生, MH, 太平紳士 Mr Addy W H Wong, MH, JP

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梁國浩先生 Mr Stephen Liang
王家達先生 Mr Kelvin Wong
李潤龍先生 Mr Henry Li
樊敏樺小姐 Ms Samantha Fan
陳昌琪小姐 Ms Kennis Chan

選任理事 Elected Members:

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駱百強先生 Mr Robert P K Lok
楊華勇先生, 太平紳士 Mr Johnny Yu, JP
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王象志先生 Mr Thomas C C Wong
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吳懿容小姐 Ms Susanna Y Y Ng
鄧錦添博士 Dr Tang Kam Tim
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余瓊峰先生 Mr Kevin Shea
謝寶達先生 Mr Tse Po Tat
曾維博士 Dr Tsang Wai

總裁 Chief Executive Officer:

周瑞甦先生 Mr Ralph Chow

名譽贊助人 Honorary Patron:

丘應樺先生, 太平紳士 The Hon Algernon Yau, JP

名譽顧問 Honorary Advisors:

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黃少珠女士, 太平紳士 Ms Maggie Wong, JP

名譽主席 Honorary Chairman:

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Dr the Hon Jose Sun Say Yu, GBM, GBS, SBS, JP
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義務法律顧問 Honorary Legal Advisors:

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湯達熙先生 Mr Anthony T H Tong

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顏紅曉先生 Mr Hilson Yan (總經理 General Manager)
謝素霞小姐 Ms Eva Tse (高級經理 Senior Manager)
呂頌恩小姐 Ms Joey Lui (經理 Manager)
王威麟先生 Mr Wallance Wong (經理 Manager)
陳書翹小姐 Ms Adrienne Chan (助理經理 Assistant Manager)

核數師 Auditor:

子辰會計師事務所 JS CPA & Co

公司秘書 Company Secretary:

香港中華廠商聯合會秘書服務有限公司
CMA Secretarial Services Limited

品牌研究 Brand Research

「大灣區品牌制勝謀略」企業案例研究

香港品牌發展局在「工商機構支援基金」資助下，委託專業的研究團隊於2021年年中對多個在大灣區營運的品牌進行訪問。從灣區的整體市場概覽、科技發展趨勢以及企業的經營模式與品牌推廣策略等視角，對受訪企業的營銷和品牌建設經驗進行分析、總結，解構其發展模式和致勝要素。

本研究運用定性分析的方法考察了六家在大灣區營運的品牌，包括四個香港品牌（「卓悅」、「誠信行」、「祝奇餅」、「世家」）和兩個廣東的本土品牌（「百果園」、「Urban Revivo」）。在總結案例研究的基礎上，研究團隊提煉出一系列品牌智謀與攻略，冀望為香港企業進軍大灣區市場和制訂品牌發展策略提供具洞察力的參考建議：

- 粵港澳大灣區在過去幾年日新月異，香港企業若有意在大灣區建立和推廣自己的品牌，其當務之急是應投入資源進行相關的市場研究，同時要提升對市場的感知能力，以及更充分地認識新零售的複雜性及其對消費者購買行為的深層次影響。
- 今時今日，大灣區的內地消費者對香港品牌已非盲目地追捧；港商和企業管理人員都須改變管理思維甚至是對公司的商業模式改弦更張。例如，調整其運作模式以迎合全渠道營銷的新趨勢，以及採取全方位的策略來建立和管理品牌。
- 大灣區的內地消費者仍會給予知名品牌產品一定的溢價，香港企業應考慮投資於品牌建設，以確保在大灣區市場的業務能保持長遠而持續的增長。特別值得注意的是，大灣區消費者依然認同香港品牌的眾多優點，特別是質量好、誠信佳、安全可靠和設計優良等特質；故香港品牌營運商應將這些正面的價值特質納入其廣告宣傳信息之中，強調自己的「香港品牌」身份，以提升品牌的形象和在市場上的可辨識度。

“Effective Branding in Greater Bay Area” Company Case Study

Under the sponsorship of the Trade and Industrial Organisation Support Fund, the Hong Kong Brand Development Council commissioned a professional research team to conduct case study analysis on several Hong Kong and Guangdong brands with substantial operation in the GBA, aiming to analyse and document their real-life experience in developing domestic sales and building brands in the regional market. By placing emphasis on the overview of the current market environment, trends of technological development, as well as business models and promotion strategies of interviewed companies, this Study has made particular efforts to establish role models and conceptualise their success factors as well as practical know-how pertinent to Greater Bay Area.

The Study adopted a qualitative approach to analysing brand management experience of six brands, four from Hong Kong (“Bonjour”, “Lexington”, “Blesscuit”, “SAGA”) and two from Guangdong province (“百果園”, “Urban Revivo”). Based on the findings of case study, the Research team has put forward a host of strategic and management insights for Hong Kong companies’ reference, which particularly shed light on the effective strategies to enter the market and promote brands in the GBA:

- The Greater Bay market was full of vicissitudes in the past few years. It is mandatory for those who anticipate to develop and promote their brands in the Bay Area to invest in market research and improve their market sensing capability, enhancing their knowledge of the complexity of New Retail and their impact on buying behaviour of consumer goods.
- Today, local consumers in the GBA do not respond to Hong Kong brands in an ecstatic manner. Hong Kong business owners and managers have to change their management mindset and even business models. For instance, firms may modify business models to incorporate omni channels and adopt a holistic brand management approach to developing and managing brands in the GBA.
- As local consumers still associate certain premium benefits with established brands, firms should consider investing in building brands to ensure sustainable growth of their business in the GBA market. In particular, Hong Kong brands are still perceived to have certain pedigree attributes like reliable quality, trustworthiness, integrity, and good design by the GBA consumers. Hong Kong brand owners should incorporate these values in their advertising messages to strengthen the identity and image of their brands.

- 隨著「Z世代」的崛起、中產階層的迅速壯大，以及新冠疫情和數碼化對消費者的需求與購買行為帶來衝擊，大灣區許多產品的市場結構發生了變化。香港品牌應重新審視他們的市場細分策略，亦步亦趨地追隨大灣區消費市場的演變。
 - 為有效利用和管理大數據，香港公司可向內地的本土品牌學習，開發自己專屬的私域流量渠道。與當地公司建立戰略合作夥伴關係也是一種有效的方法，更可能對提升業績產生立竿見影之效。
 - 受新冠疫情影響，內地消費者對公共衛生、企業社會責任和可持續發展等更為關注。香港品牌應密切關注這些變化趨勢並善加利用，透過引入相關元素來豐富品牌體驗和支撐品牌的推廣活動。
 - 「感受經濟」和「寵物經濟」日益成為大灣區本地經濟的重要組成部分，香港品牌在設計產品組合和品牌體驗時應更具創新性和創造力，以培養消費者對品牌的喜愛度，並推動其將品牌偏好轉化為實實在在的消費。
- The rise of Z-generation, rapid expansion of middle class, and influences of the pandemic and digitisation on consumer needs and buying behaviour have led to changes in market structure of various products. Brands should re-examine their segmentation approach to track the evolution of the consumer market in the GBA.
 - To effectively use and manage big data, Hong Kong companies should learn from GBA's local brands to develop private traffic channels. Perhaps forming strategic partnership with local companies could be a solution good for instant impact on performance.
 - As affected by the pandemic, consumers in the Mainland China are nowadays more conscious of public health, corporate social responsibility, and environmental sustainability. Hong Kong brand owners are encouraged to closely monitor these changes and incorporate the related elements to enrich brand experience to support the promotion of their brands.
 - “Feeling Economy” and “Pet Economy” have increasingly become an integral part of GBA's local economy. As such, Hong Kong brand owners should be more innovative and creative when designing the product portfolio and brand experience to cultivate brand preference and nudge consumers towards consumption.



品牌案例的管理啟示

Implications of Case Studies

品牌 Brand	管理啟示	Managerial Implications
卓悅 Bonjour	<ul style="list-style-type: none"> • 品牌須有清晰的核心發展方向及目標。 • 與時俱進，持續投入資源進行品牌創新。 • 時刻重新審視市場，跟上消費者和時代變化的步伐。 	<ul style="list-style-type: none"> • Setting a clear direction and goal for development. • Keeping pace with the times and investing continuously in brand innovation. • Re-examining the market continuously to catch up with the ever-changing consumer needs.
誠信行 Lexington	<ul style="list-style-type: none"> • 制定品牌運營路向時應多諮詢專業顧問意見，並對品牌進行系統化的規劃。 • 進入大灣區要有長線投資的計劃和心理預期。 • 中小企業可以考慮搭上大品牌的「順風車」來進入大灣區市場，借力大品牌的支援降低經營成本和風險。 • 選擇品牌推廣渠道時，可進行大面積及多渠道的嘗試；應悉心選擇能和自己品牌的風格相匹配、並能推動品牌良性發展的夥伴進行合作。 • 應分門別類地為不同銷售平台構建專業化運營團隊，針對不同市場推行差異化的推廣方案。 	<ul style="list-style-type: none"> • Setting the direction of brand operation by consulting professionals and formulating a systematic plan. • Establishing long-term investment plan and goals before entering the market. • Hong Kong SMEs may team up with local big names so as to leverage on their support to reduce operating costs and risks. • Selecting the right channel of brand promotion through extensive and multiple-channel pilot runs; cooperating with partner whose brand matches the style of your own. • Setting up dedicated operational teams for different sales platforms respectively, and implementing differentiated promotion strategies for different markets.
祝奇餅 Blesscuit	<ul style="list-style-type: none"> • 品牌應有明確的定位，並進行清晰、整體化的品牌發展規劃。 • 要注意產品品質和服務。 • 需思考如何將抽象的品牌口號具體地傳遞給消費者。 • 廣告宣傳要合理地引伸出品牌的內涵。 • 多方位、多維度去瞭解並審視市場，進行必要的市場調研和分析。 • 努力把零散的客戶數據轉化成有價值、對未來發展有所裨益的資料。 • 挑選內地合作夥伴時，應該仔細考察其「往績」，例如參與過之項目的經驗和口碑。 	<ul style="list-style-type: none"> • Formulating a clear brand positioning; conducting a well-articulated, integrated planning for brand development. • Keeping an eye on product quality and service. • Thinking about how to convey the abstract brand slogan to consumers in a concrete way. • Advertising should lead to the interpretation of brand equities. • Understanding and examining the market from multiple perspectives, and conducting necessary market research and analysis. • Converting scattered customer data into the information that is of value and beneficial to future development. • Carefully investigating their “track record” when selecting Mainland partners, such as the experience and reputation gained through participation in previous projects.

品牌 Brand	管理啟示	Managerial Implications
世家 SAGA	<ul style="list-style-type: none"> 聘請顧問策劃和進行深度的市場調查，並據此制訂全方位的品牌戰略。 清楚瞭解目標市場和目標客戶。 進行整合性的市場溝通，線上線下的渠道應緊密配合。 清晰地界定自己能提供給目標客戶的承諾價值，產品設計和品牌管理活動應圍繞品牌承諾而展開。 培養自己的品牌運營能力，讓團隊與品牌同步成長。 	<ul style="list-style-type: none"> Formulating a comprehensive brand strategy by engaging consultants and conducting in-depth market survey. Understanding the targeted market and targeted customers. Communicating with the market in an integrated way and coordinating O2O channels effectively. Defining the promised values for targeted customers and orchestrating the efforts on product design and brand management accordingly. Cultivating the ability of brand operation and fostering synchronised growth of the staff team and the brand.
百果園	<ul style="list-style-type: none"> 關注和把握市場變化中迸發出的潛力。 基於對社會、市場和用戶需求的洞察，找出品牌的定位及其能提供給顧客的承諾價值。 創建品牌的信任體系，通過培養顧客對品牌的信任和忠誠來促進日後的交易。 在各個維度（公關、店面、社區）與消費者形成有溫度的（有人情味、有效的）連接，從而把握消費者需求和精準地傳遞信息。 	<ul style="list-style-type: none"> Observing and grasping the opportunities emerging from market evolution. Finding out the positioning and the promised values that the brand can provide for consumers, based on insights into market, social development and customer demands. Establishing brand trust and fostering customer loyalty to facilitate future transactions. Creating emotional connections with consumers in various dimensions (public relations, stores and community) so as to better understand consumer needs and transmit message accurately.
Urban Revivo	<ul style="list-style-type: none"> 注重商業模式領先性和定位差異化。 力爭對市場需求做出快速回應。 線下店舖亦要肩負起品牌形象推廣的重要角色。 透過市場調查或運用大數據技術，準確預估未來市場的走向，洞悉核心消費者的訴求。 借力第三方合作夥伴的協助和支持。 	<ul style="list-style-type: none"> Following a cutting-edge business model and pursuing a differentiated positioning. Responding promptly to market demands. Physical stores should play an important role in promoting brand image. Predicting future market trends and gaining insight into the needs of core consumers through market research or the use of big data technology. Leveraging on the assistance and support of third-party partners.

品牌選舉 Brand Awards

2021年香港傑出品牌領袖獎

香港品牌發展局於2021年舉辦第三屆「香港傑出品牌領袖獎」(簡稱「品牌領袖獎」)。該獎項首創於2019年，旨在表彰積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家，為業界樹立典範，弘揚香港的品牌文化。

作為主辦機構頒授的最高榮譽獎項，「品牌領袖獎」每年的得獎名額只限一個。候選人必須為香港居民，擔任一個香港品牌(「候選人品牌」)的掌舵人，並參與該品牌的經營管理達至少十年。同時，「品牌領袖獎」亦是「香港名牌選舉」、「香港服務名牌選舉」的一項後續發展機制；「候選人品牌」必須已獲得「香港名牌十年成就獎」或「香港服務名牌十年成就獎」。「品牌領袖獎」的評定標準包括「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」五個方面。

第三屆「品牌領袖獎」的得獎者為「海馬牌」的集團主席鄒友正先生。



2021 Hong Kong Distinguished Brand Leader Award

The BDC organised the 2021 Hong Kong Distinguished Brand Leader Award (Brand Leader Award). Incepted in 2019, this groundbreaking award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

As an honorific award at the highest level, Brand Leader Award is presented to only one candidate every year. To be eligible, the candidate should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand") and engaged in the operation of the Brand for not less than 10 years. Brand Leader Award in itself also serves as a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, to the extent that its candidate's brand by legitimacy should be a winner of the Hong Kong Top Brand Ten Year Achievement Award or Hong Kong Top Service Brand Ten Year Achievement Award. The judging criteria of the Brand Leader Award include Achievement, Integrity, Vision, Leadership and Contribution.

Mr Wu Yau Ching, Chairman of Seven Sea Chemicals (Holdings) Ltd, was honoured with the 2021 Brand Leader Award.

2021年「香港傑出品牌領袖獎」得獎者 The Winner of 2021 Hong Kong Distinguished Brand Leader Award



鄒友正先生
七海化工(集團)有限公司主席

Mr Wu Yau Ching, James
Chairman of Seven Sea
Chemicals (Holdings) Ltd

鄒友正先生於1977年從美國加州理工學院機械工程碩士畢業後返港，起初經營化工貿易及小型加工生意，1986年研製出香港首張「極硬床褥」；翌年創立「海馬牌」，短短兩年已躍升為香港床褥銷量冠軍。鄒先生堅持研發和創新，1994年再創立時尚家品品牌「軒琴居」；集團率先於大中華和東盟設立連鎖店與生產基地，引領行業邁向國際化。

鄒友正先生篤行敬業、熱心公益，備受各界肯定，曾榮獲「香港青年工業家獎」。憑著一份堅持、專注與熱忱，鄒友正先生帶領「海馬牌」經歷多次經濟環境轉變的挑戰，砥礪向前，勇創高峰，締造了「香港品牌」的閃亮典範。

After obtaining a Master degree of Mechanical Engineering from California Institute of Technology in 1977, Mr Wu Yau Ching returned to Hong Kong and began to operate chemical trade and small-scale processing business. In 1986, he developed Hong Kong's first hard mattress and "Sea Horse" brand made debut in the following year, whose mattress became the best-seller in local market in a short span of two years.

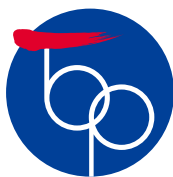
Mr Wu has been enthusiastically pursuing R&D and innovation; and he founded another stylish household product brand "HECOM" in 1994. Under his leadership, the Group has taken the lead to build up retail chains and manufacturing facilities in Greater China and the ASEAN, stepping further towards internationalisation.

As a widely-recognised business leader full of enterprising spirit and passion for charity causes, Mr Wu was honoured with the "Hong Kong Young Industrialist Award". With perseverance, devotion and zeal, Mr Wu Yau Ching has steered Sea Horse through challenging times and towards new heights, putting it onto the road to becoming a shining paragon of Hong Kong brands.



2021年香港名牌選舉

「香港名牌選舉」旨在表彰香港企業創立的傑出品牌，激勵廠商精益求精，並提升香港產品的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。這項選舉首創於1999年，至2021年已踏入第二十三屆。



2021年「香港名牌選舉」初賽及決賽分別於2021年11月22日及2022年1月3日舉行。

在入圍決賽的19個產品品牌中，有11個優勝者脫穎而出，獲得「選舉」的主要獎項；其中，榮膺「香港名牌」的10個獲獎者包括「駱駝牌」、「駱駝漆」、「髮再生」、「Kakato」、「MoonRock」、「奧迪美」、「Pro-Balance」、「紹榮鋼鐵」、「SUNSHINE」及「Tiger Family」。另外，往屆「香港名牌」的獲獎者「寧心」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項—「香港卓越名牌」。

自2008年起，主辦機構增設了「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆「香港名牌十年成就獎」得主為「EDO Pack」及「奇華餅家」。

2021年「選舉」的決賽評審團由香港特區政府時任工業貿易署署長盧世雄擔任主席，其他評審委員來自本港主要的工商機構，包括香港中華廠商聯合會會長史立德、香港生產力促進局時任主席林宣武、香港工業總會主席查毅超、香港品牌發展局副主席盧金榮、香港設計師協會會長葉憬翰以及香港貿易發展局助理總裁梁國浩。

2021 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise outstanding product brands established by Hong Kong companies through a well-designed competition, with the objective of promoting Hong Kong products and enhancing the profile of Hong Kong industries. The Award embarked on the 23rd running in 2021.

The Preliminary Judging of the 2021 Awards was held on 22 November 2021, with 19 local brands shortlisted for Final Judging.

At the Final Judging held on 3 January 2022, 11 brands were selected as winners. Awardees of “2021 Hong Kong Top Brand” included “CAMEL” (駱駝牌), “CAMEL” (駱駝漆), “Hair Again 2000”, “Kakato”, “MoonRock”, “OPTIMIX”, “Pro-Balance”, “Shiu Wing Steel”, “SUNSHINE”, “Tiger Family”. A past winner “Vita Calm” also participated in this year’s competition; and it was conferred the “Hong Kong Premier Brand”, an upper echelon award to commend past winners that have exhibited sustainable success in brand-building.

As of 2008, the Organisers have introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “EDO Pack” and “Kee Wah Bakery” were selected as this year’s awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance over the years. Winner of the Achievement Award should be an awardee of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

Chaired by the then Director-General of Trade and Industry Mr Brian Lo, the Final Judging Panel of 2021 Hong Kong Top Brand Awards comprised Dr Allen Shi, President of the CMA; Mr Willy Lin, the then Chairman of the Hong Kong Productivity Council; Dr Sunny Chai, Chairman of the Federation of Hong Kong Industries; Dr Lo Kam Wing, Vice Chairman of the BDC; Mr Karr Yip, Chairman of Hong Kong Designers Association; and Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council.

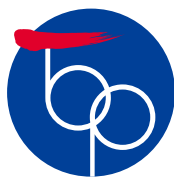


2021年「香港名牌選舉」決賽評審團成員合照(左起)：梁國浩、盧金榮、盧世雄(時任工業貿易署署長)、史立德、查毅超、林宣武及葉憬翰。

Final Judging Panel of 2021 Hong Kong Top Brand Awards posed for a picture (from left): Mr Stephen Liang, Dr Lo Kam Wing, Mr Brian Lo (the then Director-General of Trade and Industry), Dr Allen Shi, Dr Sunny Chai, Mr Willy Lin, and Mr Karr Yip.

2021年香港服務名牌選舉

品牌局與廠商會於2005年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。



2021年「香港服務名牌選舉」已是第十七次舉辦，吸引了來自零售、餐飲、設計、醫療健康、教育、保安、倉儲等多個行業的代表性品牌報名參賽。初賽及決賽分別於2021年11月22日及2022年1月4日舉行。

在入圍的18個品牌中，有13個出類拔萃的服務品牌摘取了第十七屆「香港服務名牌選舉」的主要獎項。獲膺「香港服務名牌」者包括：「ADO」、「AsiaPac」、「佳寧娜」、「星火能源」、「輝煌影音」、「莊臣」、「MathConcept Education」、「宏力保安」、「康河中醫診所」及「正斗粥麵專家」。另外，3家往屆「香港服務名牌」的獲獎者「蘋果迷你倉」、「崔藹璇芭蕾舞學校」及「奇華餅家」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2021年「選舉」由香港特區政府商務及經濟發展局副局長陳百里擔任主席，其他評判包括香港品牌發展局主席陳國民、香港旅遊發展局主席彭耀佳、香港中華總商會副會長謝湧海、香港理工大學行政副校長盧麗華、香港零售管理協會副主席余偉傑以及香港總商會總裁梁兆基。

2021 Hong Kong Top Service Brand Awards

Launched in 2005, the Hong Kong Top Service Brand Awards give recognition to outstanding brands established by service providers, aiming to set up role models and best-practice benchmark in branding for local service industries.

The 2021 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, catering, design, healthcare, education, security, and storage.

The Preliminary Judging was held on 22 November 2021, while the Final Judging was conducted on 4 January 2022. After fierce competition, 13 brands stood out from the 18 shortlisted entries.

Awardees of “2021 Hong Kong Top Service Brand” included “ADO”, “AsiaPac”, “Carrianna”, “EcoSmart”, “Famous Audio & Video”, “Johnson”, “MathConcept Education”, “MSS”, “River Cam Chinese Medicine & Acupuncture Clinic” and “Tasty Congee & Noodle Wantun Shop”. At the same time, “Apple Storage”, “Doris Chui School of Ballet” and “Kee Wah Bakery” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2021 Hong Kong Top Service Brand Awards, which consisted of Dr Edward Chan, Chairman of the BDC; Dr Y K Pang, Chairman of Hong Kong Tourism Board; Mr Tse Yung-hoi, Vice Chairman of the Chinese General Chamber of Commerce; Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University; Mr Andrew Yu, Vice Chairman of Hong Kong Retail Management Association; and Mr George Leung, CEO of the Hong Kong General Chamber of Commerce.



2021年「香港服務名牌選舉」決賽評審團成員合照(左起)：陳利華(梁兆基代表)、余偉傑、陳國民、陳百里(商務及經濟發展局副局長)、謝湧海、盧麗華及樊敏樺(彭耀佳代表)。
Final Judging Panel of 2021 Hong Kong Top Service Brand Awards posed for a picture (from left): Mr Watson Chan (representative of Mr George Leung), Mr Andrew Yu, Dr Edward Chan, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Mr Tse Yung-hoi, Dr Miranda Lou, and Ms Samantha Fan (representative of Dr Y K Pang).

2021年香港新星品牌選舉暨香港新星服務品牌選舉

為推動香港企業樹立品牌文化，品牌局與廠商會自2010年起舉辦「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰香港公司創立、不超過八年的新興品牌，激勵中小企透過創立品牌提升附加價值和競爭能力，並喚起社會對「品牌創業者」的重視。



第十二屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2021年11月22日及12月16日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府商務及經濟發展局常任秘書長利敏貞，多位知名人士出任決賽評判，包括香港品牌發展局副主席陳家偉、香港城市大學副校長(發展及對外關係)兼資訊系統與電子商務講座教授李國安、香港中小型企業總商會會長周嘉弘、香港品質保證局主席何志誠以及香港設計中心時任董事局副主席盧永強。

經過激烈的競爭，在入圍的23個品牌中，有5個產品品牌及6個服務品牌脫穎而出，成為第十二屆的「摘星新一代」。「香港新星品牌」得獎者包括「小城故事」、「Guardman」、「LogosBee」、「MASK X」和「翹花膠」；另有6個服務品牌獲得「香港新星服務品牌」，包括「ahaa」、「airDefender」、「培星劍擊」、「Hair Forest」、「MobiChef」和「民坊」。

2021 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a brand culture among the industries, the BDC and the CMA have organised Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards since 2010. The Awards aim to give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and enhance the value-added attributes and competitiveness through branding.

Embarking on its 12th running, the 2021 Emerging Awards Preliminary Judging took place on 22 November 2021; and the Final Judging was conducted on 16 December 2021, under the chairmanship of Miss Eliza Lee, Permanent Secretary for Commerce and Economic Development. Members of the Final Judging Panel comprised Mr Calvin Chan, Vice Chairman of the BDC; Prof Matthew Lee, Vice-President (Development and External Relations) and Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong; Mr Calvin Chau, President of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency; and Mr David Lo, the then Vice Chairman of Board of Directors of Hong Kong Design Centre.

Among the 23 entries shortlisted for the Final Judging, 5 product labels and 6 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2021 Hong Kong Emerging Brand” included “Citystory”, “Guardman”, “LogosBee”, “MASK X” and “Scandinavian Cod Fish Maw”; while winners of “Hong Kong Emerging Service Brand” were “ahaa”, “airDefender”, “Blazing Star Fencing”, “Hair Forest”, “MobiChef” and “People’s Place”.



2021年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照(左起)：盧永強、譚桂常(李國安代表)、陳家偉、商務及經濟發展局時任副秘書長(工商)何小萍(常任秘書長利敏貞代表)、周嘉弘及陳沛昌(何志誠代表)。

Final Judging Panel of 2021 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture (from left): Mr David Lo, Mr Alex Tham (representative of Prof Matthew Lee), Mr Calvin Chan, the then Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Ms Betty Ho (representative of Permanent Secretary Miss Eliza Lee), Mr Calvin Chau, and Mr P C Chan (representative of Ir C S Ho).

品牌選舉宣傳片

為向業界和大眾推廣2021年「品牌選舉」，品牌局於2021年7月至8月期間在數碼平台和社交媒體上播放廣告宣傳片。宣傳片取材自「品牌選舉」的電視廣告片；以「更上一層樓」的主題，巧妙地帶出良好的「知名度」、「品質」、「形象」等「香港名牌」的核心特質和成功要素，並展現「香港名牌選舉」與業界攜手再攀高峰的願景。

TV Commercial for Brand Awards

An advertising video was broadcasted on digital and social media from July to August 2021 to promote the 2021 Brand Awards. The video was a clip from the TV commercial specially produced for the promotion of the Brand Awards, which naturally and innovatively brings out the salient characteristics and key success factors of Hong Kong Top Brand, e.g. “Reputation”, “Quality” and “Image”, while illustrating the Awards’ vision of “Scaling new heights hand-in-hand with the industries”.



品牌局於2021年7月舉行的新聞發佈會宣佈2021年各項品牌選舉正式啟動。
The BDC held a press conference in July 2021 to kick off 2021 Awards.



2020年「品牌選舉」得獎公司於新聞發佈會上分享得獎感受。
Representatives of 2020 Brand Awards winners shared winning tips at the press conference.

二零二一年香港名牌選舉得獎名單
List of 2021 Hong Kong Top Brand Awards Winners

品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award	
	EDO Pack EDO Pack 僑豐行有限公司 Kiu Fung Hong Ltd
	奇華餅家 Kee Wah Bakery 奇華餅家有限公司 Kee Wah Bakery Ltd
香港卓越名牌 Hong Kong Premier Brand	
	寧心 Vita Calm 維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
香港名牌 Hong Kong Top Brand	
	駱駝牌 CAMEL 唯一冷熱水壺廠有限公司 Wei Yit Vacuum Flask Mfy Ltd
	駱駝漆 CAMEL 葉氏駱駝(香港)有限公司 Yip's Camel (Hong Kong) Ltd
	髮再生 Hair Again 2000 創生興業有限公司 New Cynosure Co Ltd
	卡格 Kakato 萬士博(亞洲)有限公司 MaxiPro (Asia) Ltd
	夢樂 MoonRock 植華品牌(亞洲)有限公司 Grown-up Licenses (Asia) Ltd
	奧迪美 OPTIMIX 奧迪美(香港)有限公司 Optimix (Hong Kong) Ltd
	Pro-Balance Pro-Balance 金昇家品有限公司 Golden Sun Home Products Ltd
	紹榮鋼鐵 Shiu Wing Steel 紹榮鋼鐵有限公司 Shiu Wing Steel Ltd
	陽光 SUNSHINE 陽光照明有限公司 Sunshine Lighting Ltd
	Tiger Family Tiger Family 泰嘉企業公司 Tiger Enterprise Corporation

二零二一年香港服務名牌選舉得獎名單 List of 2021 Hong Kong Top Service Brand Awards Winners

	品牌 Brand	公司 Company
香港卓越服務名牌 Hong Kong Premier Service Brand		
	蘋果迷你倉 Apple Storage	大有倉集團有限公司 Tai Yau Storage Group Ltd
	崔藹璇芭蕾舞學校 Doris Chui School of Ballet	藝術天地樂淘教育有限公司 Ballet Art Joywaves Learning Centre Ltd
	奇華餅家 Kee Wah Bakery	奇華餅家有限公司 Kee Wah Bakery Ltd
香港服務名牌 Hong Kong Top Service Brand		
	ADO ADO	一道空間有限公司 ADO Ltd
	亞思博 AsiaPac	亞太網絡資訊有限公司 AsiaPac Net Media Ltd
	佳寧娜 Carrianna	佳寧娜集團控股有限公司 Carrianna Group Holdings Co Ltd
	星火能源 EcoSmart	星火能源管理有限公司 EcoSmart Energy Management Ltd
	輝煌影音 Famous Audio & Video	輝煌影音有限公司 Famous Audio and Video Co Ltd
	莊臣 Johnson	香港莊臣控股有限公司 Hong Kong Johnson Holdings Co Ltd
	數學思維教育 MathConcept Education	數學思維教育有限公司 MathConcept Education Ltd
	宏力保安 MSS	宏力保安服務有限公司 Megastrength Security Services Co Ltd
	康河中醫診所 River Cam Chinese Medicine & Acupuncture Clinic	康河診所管理有限公司 River Cam Clinic Management Ltd
	正斗粥麵專家 Tasty Congee & Noodle Wantun Shop	正斗飲食管理集團有限公司 Tasty Corporation Ltd

二零二一年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單
List of 2021 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 Brand	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	小城故事 Citystory	樂雅兒玩具(香港)有限公司 Royal Toys (HK) Co Ltd
	護匡 Guardman	世衛實業有限公司 Guardman Products Ltd
	LogosBee LogosBee	樂道藝創有限公司 Logos Art Co Ltd
	MASK X MASK X	M-Gen Innovation Co Ltd M-Gen Innovation Co Ltd
	翹花膠 Scandinavian Cod Fish Maw	誠明環球食品有限公司 Famous Global Foods Co Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	ahaa ahaa	信通信息科技有限公司 Extra Information Technology Ltd
	氣淨達 airDefender	氣淨達國際有限公司 Airdefender International Co Ltd
	培星劍擊 Blazing Star Fencing	培星劍擊有限公司 Blazing Star Fencing Ltd
	髮森 Hair Forest	聯合(集團)投資有限公司 Union (Group) Investment Ltd
	流動廚師 MobiChef	若苦創作有限公司 The Bittersweet Creations Ltd
	民坊 People's Place	Gaw Capital Asset Management (HK) Ltd Gaw Capital Asset Management (HK) Ltd

2021年選舉頒獎典禮

品牌局於2022年8月16日假香港會議展覽中心會議廳舉辦2021年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎儀式。這項活動原訂於2022年初舉行，後來受本地爆發第五波新冠疫情的影響而延期。

頒獎典禮由香港特區政府財政司司長陳茂波、廠商會會長史立德及品牌局主席陳國民主禮，並由陳司長、商務及經濟發展局局長丘應樺、副局長陳百里、工業貿易署署長黃少珠和商務及經濟發展局副秘書長劉理茵頒發獎座予得獎公司。

約300位嘉賓歡聚一堂，同申慶賀，場面熱烈；主辦機構亦於會場設置大型資料板，以展示得獎品牌的驕人成就。

2021 Awards Presentation Ceremony

The presentation ceremony for 2021 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was re-launched on 16 August 2022, after a half-a-year delay due to the outbreak of the fifth wave of COVID-19 epidemic.

Financial Secretary Hon Paul Chan, CMA President Dr Allen Shi and BDC Chairman Dr Edward Chan officiated at the Ceremony. Hon Paul Chan, together with Secretary for Commerce and Economic Development Hon Algermon Yau, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Maggie Wong and Deputy Secretary for Commerce and Economic Development Ms Candy Lau, presented trophies to the winners.

The Ceremony was held at the Convention Hall of the Hong Kong Convention and Exhibition Centre, and it received overwhelming response with around 300 participants. The Organisers also set up display panels at the venue to showcase the remarkable achievements of the Awardees.



主禮嘉賓財政司司長陳茂波(前排左五)、廠商會會長史立德(前排左四)、品牌局主席陳國民(前排右五)、評審團成員與2021年得獎公司代表於2022年8月16日舉行之頒獎典禮上合照。Guest of Honour Financial Secretary Hon Paul Chan (5th from left, first row), CMA President Dr Allen Shi (4th from left, first row), BDC Chairman Dr Edward Chan (5th from right, first row), Panels of Judges and representatives of the 2021 winning companies posed for a group photo at the Awards Presentation Ceremony on 16 August 2022.



廠商會會長史立德(左)致送《香港名牌巡禮2021》予主禮嘉賓財政司司長陳茂波。CMA President Dr Allen Shi (left) presented "The Parade of Hong Kong Top Brands 2021" to Guest of Honour Financial Secretary Hon Paul Chan.



廠商會會長史立德、品牌局主席陳國民與廠商會行政總裁周瑞駐陪同財政司司長陳茂波參觀設於頒獎典禮現場的「香港名牌巡禮」展覽。Accompanied by CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan and CMA Chief Executive Officer Mr Ralph Chow, Financial Secretary Hon Paul Chan toured around the "Parade of Hong Kong Top Brands" Exhibition at the venue of 2021 Awards Presentation Ceremony.



品牌局主席陳國民致歡迎辭。
BDC Chairman Dr Edward Chan gave welcome remarks.



主禮嘉賓財政司司長陳茂波於頒獎典禮上致辭。
Guest of Honour Financial Secretary Hon Paul Chan delivered a speech at the Awards Presentation Ceremony.



1. 廠商會會長史立德致送感謝狀予活動贊助商代表交通銀行股份有限公司香港分行總裁辦公室主管助理兼品牌管理及企業傳訊主管王珊珊(右)。
CMA President Dr Allen Shi presented Certificate of Appreciation to the representative of Event Sponsor Ms Sallus Wong, Assistant Head of General Manager Office-cum-Head of Brand Management and Corporate Communications of Bank of Communications Co Ltd Hong Kong Branch (right).
2. 廠商會常務副會長兼品牌局副主席盧金榮致送感謝狀予獎座贊助商代表福泰珠寶集團有限公司董事長陳瑞群(左)。
CMA Executive Vice President-cum-BDC Vice Chairman Dr Lo Kam Wing presented Certificate of Appreciation to the representative of Trophy Sponsor Mr Chan Shui Kwan, Chairman of Fook Tai Jewellery Group Ltd (left).
3. 廠商會常務副會長兼品牌局副主席盧金榮致送感謝狀予義務核數師代表畢馬威會計師事務所審計合夥人方思穎(右)。
CMA Executive Vice President-cum-BDC Vice Chairman Dr Lo Kam Wing presented Certificate of Appreciation to the representative of Official Honorary Auditor Ms Sylvene Fong, Partner, Audit of KPMG (right).
4. 頒獎典禮出席嘉賓約300人。
Around 300 guests attended the Awards Presentation Ceremony.



1. 一眾嘉賓於簽名板前駐足留影。
Honourable guests arrived at the Signing Board.
2. 主辦機構代表合照。
Representatives of the Organisers posed for a group photo.
3. 頒獎典禮前設有「得獎品牌巡禮」展覽，嘉賓雲集，氣氛熱烈。
Guests gathered at "Parade of Winning Brands" Exhibition before the Awards Presentation Ceremony.



主辦機構於頒獎典禮會場設置大型展板。
Exhibition Panels were displayed at the venue of the Awards Presentation Ceremony.

參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括由香港優質顧客服務協會主辦之「香港優質顧客服務大獎」以及《iMoney智富雜誌》主辦之「智富品牌大獎暨智富企業大獎2021」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, including “Customer Service Excellence Award” by Hong Kong Association for Customer Service Excellence, and “iMoney Enterprise Brand Awards 2021” by iMoney.



品牌局副主席吳清煥頒發予「香港優質顧客服務大獎」得獎者。
BDC Vice Chairman Mr Ng Ching Wun presented award to a winner of “Customer Service Excellence Award”.



品牌局主席陳國民擔任「智富品牌大獎暨智富企業大獎2021」頒獎嘉賓。
BDC Chairman Dr Edward Chan was invited to be an award-presenting guest of “iMoney Enterprise Brand Awards 2021”.

標識及認證計劃 Marking and Certification Schemes

香港名牌標識計劃

為表彰香港公司在發展原創品牌方面的持續努力，提升本地品牌的形象，品牌局和廠商會自2004年起推行「香港名牌標識(TOP嘜)計劃」。「計劃」引入統一的「香港名牌標識」(TOP嘜)系統，並透過規範化的審核和授權制度，對合格者頒發准許證和進行牌照延期，准予其使用「TOP嘜」進行商業推廣。

「TOP嘜計劃」完善了「香港名牌選舉」和「香港服務名牌選舉」的評審和後續發展機制。參與「計劃」的企業必須是兩個「選舉」的獲獎公司，並且每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的續牌手續。

至2022年8月，「TOP嘜計劃」核准品牌超過260個，涉及1,200多個產品／服務類別。



Hong Kong Top Brand Mark Scheme

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in brand development of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a licence and entitled to use “Top Mark” for business promotion, subject to annual renewal.

The Scheme is exclusively open to winners of the Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, and it factually is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an On-site Assessment that is generally conducted by product/service category and on an annual basis.

Up to August 2022, the Scheme has more than 260 licensees, covering over 1,200 categories of products and services.

香港名牌標識計劃 Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯卡
Tent Cards



襟章
Badge



襟針
Pin



標貼
Stickers

「香港品牌名冊」登記制度

香港的產品和服務風行世界，「香港品牌」日益成為優質、時尚、信譽、物有所值和上佳服務的象徵。為深化、弘揚和保護「香港品牌」這一公共資產，品牌局於2020年獲香港特區政府工業貿易署「工商機構支援基金」資助，推行「香港品牌名冊」登記制度。



「香港品牌名冊」(Brand HKiD)透過釐訂一套有關香港品牌「原創地」之真實性的鑑定基準，並建立相關的註冊機制和公示平台，為香港原創品牌提供具權威性、第三方的身份證明；藉此提升香港品牌的認受性和公信力，並強化香港品牌發展的「社會基建」，為加強品牌保護奠定基礎。

凡經品牌局審核並確認符合「香港品牌認定標準」者，可成為「香港品牌名冊」之登記品牌，並獲刊載於專門網站(id.hkbrand.org)、手機應用程式和其他資訊設施，供公眾查閱。

自2020年推行以來，已有超過200個香港產品及服務品牌獲認可為「登記品牌」，涵蓋廣泛的行業。

“Hong Kong Brand i-Directory” Registration System

With products and services of Hong Kong gaining popularity worldwide, “Hong Kong Brand” has become a symbol of quality, trendiness, credibility, value for money and excellent services. In order to promote and protect “Hong Kong Brand” as an important public asset, the BDC introduced a registration system in 2020, i.e. “Hong Kong Brand i-Directory (Brand HKiD)”, under the sponsorship of the Trade and Industrial Organisation Support Fund (TSF) of Trade and Industry Department, HKSAR Government.

Through setting up an identification benchmark to verify the authenticity of brand’s “domicile of origin” and establishing a registration mechanism together with a publishing platform thereof, Brand HKiD provides authoritative third-party proof of identity for Hong Kong original brands, with an aim to promote the credibility and awareness of Hong Kong brands. Meanwhile, it serves as an “infrastructure” to enhance the support system for brand development, especially helping to lay a firmer foundation for the protection of Hong Kong brands.

Brands that have met the “Hong Kong Brand Identification Criteria” and passed the required assessment conducted by the BDC shall be eligible for registering with the “Hong Kong Brand i-Directory” and being listed on the dedicated website (id.hkbrand.org), mobile application and other information facilities for free public access.

Since its inception, Brand HKiD has admitted over 200 Hong Kong brands from a wide variety of industries.



品牌培育與教育 Brand Nurturing and Education

中小企品牌群策營

品牌局組織「中小企品牌群策營」，定期舉辦講座和交流活動，為有志發展品牌的企業提供一個知識轉移、經驗分享、加強聯絡的互動平台，推動業界特別是中小型企業邁上品牌發展之路；目前的註冊會員企業已超過400家。

「中小企品牌群策營」於2022年舉行了2次活動；而自2005年創立以來，累計舉行的活動已達80次。

品牌策略管理證書課程

品牌局與香港大學專業進修學院自2008年起合辦品牌管理行政人員證書課程；這是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目。該課程圍繞「創意品牌及品牌管理」及「數碼品牌傳播」兩大主題，邀請具有豐富的品牌傳播及管理實踐經驗的業內人士任教，講授品牌建立的策略性原則、如何將「設計思維」應用於品牌創造、數碼時代的品牌管理技巧，以及整合營銷傳播的概念、特性和數碼媒體的運用等。其中，2021年「行政人員證書(數碼品牌傳播)」課程於7月開班。

為了加強業界的品牌意識和進一步宣傳證書課程，品牌局與香港大學專業進修學院於2022年4月29日合辦「愛Brand才會贏」工作坊，邀請品牌專家分享品牌傳播的技巧及實戰經驗；活動吸引約40位公司代表參加。

SME Branding Club

In order to inculcate a branding culture among local industries especially SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. The Club hosts activities pertinent to SME branding on a regular basis, and the number of its registered corporate members has surpassed 400.

Since its inception, SME Branding Club has organised 80 gatherings, of which 2 were held in year 2022.

Executive Programme in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong (HKU SPACE) have since 2008 joined hands to organise executive education programme in brand management. This Programme comprises two certificate courses, i.e. “Executive Certificate in Creative Branding and Brand Management” and “Executive Certificate in Digital Brand Communications”. It marks the first brand management course in town that is co-organised by two prestigious organisations, leveraging on the synergy of the industries and the academia.

The Programme is taught by veteran brand experts; and its contents cover the effective strategic principles for branding, application of “design thinking” to brand-building, brand management in the digital age, concepts and features of integrated marketing communications as well as digital marketing. The 2021 intake of “Digital Brand Communications” programme started in July 2021.

To promote the certificate courses and help entrepreneurs understand the essential concepts of branding, the BDC and HKU SPACE jointly hosted a workshop namely “Brand: We are Loving It” on 29 April 2022, at which brand expert shared with audience the techniques and practices of brand communication. The Workshop attracted about 40 participants.



研討會/培訓項目

品牌局不時主辦或與其他機構合作舉辦研討會、培訓課程和工作坊，以促進品牌相關知識的轉移和資訊傳播，促進業界樹立品牌文化，並提高大眾的品牌意識。

Seminars and Training

The BDC from time to time hosts or co-organises seminars and training workshops on brand-related topics, in an effort to disseminate information and facilitate knowledge transfer, foster a branding culture among the industries, and to raise the brand awareness of the public.

品牌局舉辦之培訓活動

Seminars and Training Programmes Organised by the BDC

舉辦日期 Date	內容主題 Topic	出席人數 Number of Participants
2021年 Year 2021		
9月2日 2 September	「防患未然 『郵』我做起：最新商業電郵騙案偵測技術」網絡研討會 Webinar on “Preventing Trouble: Latest Business Email Scam Detection Technology”	約60人 About 60
2022年 Year 2022		
4月1及6日 1 & 6 April	「疫境『商』贏：制定緊急應變的人力資源管理策略」系列網絡工作坊（第一班） Serial Online Workshops on “Winning COVID-19 Battle by Formulating Effective HR Strategies” (Class 1)	約20人 About 20
4月25日、5月12及13日 25 April, 12 & 13 May	「疫境『商』贏：制定緊急應變的人力資源管理策略」系列網絡工作坊（第二班） Serial Online Workshops on “Winning COVID-19 Battle by Formulating Effective HR Strategies” (Class 2)	約20人 About 20
4月29日 29 April	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」工作坊 “Brand: We are Loving It” Workshop by the BDC and HKU SPACE	約40人 About 40
6月20日 20 June	「品牌發展與NFT的機遇－創建與行銷」網絡研討會 Webinar on “Branding and NFT Marketing”	約80人 About 80
6月22日 22 June	「客戶關係管理及銷售技巧」網絡工作坊 Online Workshop on Key Account Management and Selling Skills	約10人 About 10
6月29日 29 June	「企業的未來、未來的企業：從ESG、減碳、增值做起」網絡研討會 Webinar on “The Future of the Enterprises, the Enterprises of the Future: Beginning with ESG, Carbon Reduction and Value Creation”	約60人 About 60
7月20日 20 July	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之「品牌『智』勝研討會：從『新』出發」 “Branding To Win Seminar: Anew • Brand-new Start” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	約200人 About 200



行政人員證書課程導師楊明康講解數碼時代的品牌成功之道。
Lecturer of Executive Certificate programme Mr Henry Yeung spoke on how to build a successful brand in a digital age.



商業顧問朱浩雲於網絡工作坊上講解如何採用不同的銷售手法以建立個人品牌和提升銷售業績。
At an online workshop, business advisor Mr Wilson Chu introduced different sales techniques for building personal branding and enhancing sales performance.



香港警務處網絡安全及科技罪案調查科張天樂警司、張偉豪總督察以及許諾高級督察講解商業電郵騙案的最新趨勢及常見的騙案手法。
Representatives from Cyber Security and Technology Crime Bureau of Hong Kong Police Force including Superintendent of Police Mr Terry Cheung, Chief Inspector Mr Michael Cheung and Senior Inspector Ms Nicole Hui introduced the latest trends in commercial email scams and common tricks employed by the scammers.

「疫境『商』贏」系列網絡工作坊

品牌局聯同廠商會培訓中心合辦「疫境『商』贏：制定緊急應變的人力資源管理策略」系列網絡工作坊，邀請資深僱傭糾紛專家李錫強先生講授應對疫情的人力資源管理策略與實務。系列工作坊包括三個單元，分別圍繞HR緊急應變策略、最新《僱傭條例》修訂以及僱員家居工作政策等議題。

課程於2022年4月至5月期間舉行了兩期，共獲40多名企業代表參加。主辦機構並為廠商會及品牌局會員企業提供「疫境『商』助」的特別學費津貼。



品牌「智」勝研討會

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自2005年起每年均舉辦「品牌『智』勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家分享經驗，探討品牌「智」勝之道。

品牌局與工業貿易署、香港貿易發展局及廠商會於2022年7月20日聯合舉辦第18屆「品牌『智』勝研討會」。研討會以「從『新』出發」為主題；多位咁叱業界的學者、專家和企業領袖同台交流，直擊大灣區的商業生態和最新品牌動向，揭示「後疫情」時代的機遇與挑戰，並探討香港品牌如何用「新」謀劃，以新思維突圍、以新科技賦能，以品牌創造新價值和開創新格局。

是次研討會同步於線上線下舉行，吸引近200位業界代表出席。



主辦機構代表與演講嘉賓合照。
Representatives of Organisers and speakers posed for a group photo.

“Winning COVID-19 Battle” Serial Online Workshops

The BDC and CMA Training Center co-organised a serial online workshop on “Winning COVID-19 Battle by Formulating Effective HR Strategies”, in which Legal Consultant Mr Lawrence Li gave a lecture on human resource management strategies and practices in response to the epidemic. The workshop was divided into three units, respectively focusing on HR Contingency response strategies, the recent amendments to the Employment Ordinance, and Work-From-Home policies for employees.

The course was organised twice during the period from April to May 2022, with over 40 participants in total; and a special tuition subsidy was provided for members of the BDC and the CMA.

Branding to Win Serial Seminar

Since 2005, the BDC has organised a serial seminar named “Branding to Win” annually. Addressing different aspects of brand development, this serial seminar is an effective catalyst to boost brand consciousness among the public, while serving as a forum for experts from a wide range of professional arenas to exchange views on branding.

The 18th “Branding to Win” Seminar was held on 20 July 2022 under the banner of “Anew • Brand-new Start”; and it was a joint event of the BDC, the Trade and Industry Department of HKSAR Government, the Hong Kong Trade Development Council and the CMA. With a strong line-up of speakers that included well-known scholar, experts and brand operators, the Seminar featured a host of hot topics such as the latest business ecosystem and trends of brand promotion in the Greater Bay Area, opportunities and challenges in the post-pandemic era, and the winning strategies for Hong Kong brands to “start anew” in a technology-empowered, innovation-driven and ever-changing environment.

The “Branding to Win Seminar 2022” was conducted online and offline simultaneously, and it attracted near 200 participants.



品牌局主席陳國民致歡迎辭。
BDC Chairman Dr Edward Chan delivered welcome remarks.



特區政府工業貿易署助理署長衛懿欣女士(左)代表主辦機構致送感謝狀予演講嘉賓。
Assistant Director-General of the Trade and Industry Department Ms Christine Wai (left) presented Certificate of Appreciation to speakers on behalf of the Organisers.



品牌局總裁周瑞麟先生(左)致送感謝狀予演講嘉賓。
BDC Chief Executive Officer Mr Ralph Chow (left) presented Certificate of Appreciation to a speaker.



香港貿易發展局商品貿易及創新總監兼對外事務總監林玉鳳女士(左)致送感謝狀予演講嘉賓。
Director of Merchandise Trade and Innovation & External Relations of the TDC Ms Smiley Lam presented Certificate of Appreciation to a speaker.



品牌局副主席黃偉鴻博士擔任問答環節的主持人。
Vice Chairman of the BDC Dr Ellis Wong moderated a Q&A session.



法國里昂商學院市場營銷學陸定光教授分析「後疫情」時代大灣區市場的新趨勢和品牌發展的生態環境。
Dr Sherriff Luk, Professor of Marketing of Emlyon Business School, expounded the new business paradigms and brand ecosystem of Greater Bay Area in the post-pandemic era.



畢馬威中國商業報告及企業可持續發展合夥人暨工業市場主管合夥人袁文正先生講解ESG和可持續營商概念的興起對企業經營範式的影響。
Mr Derek Yuen, Partner, Business Reporting and Sustainability-cum-Head of Industrial Markets, elaborated on the latest trends of incorporating ESG and sustainable practices into business operations.



Vplus Studio Corporation Limited共同創辦人及行政總裁劉令滔先生結合實例闡述了如何運用元宇宙進行品牌推廣。
Mr Tony Lau, Co-founder & Executive Director of Vplus Studio Corporation Limited, demonstrated the prospect of Metaverse as a powerful avenue to promoting brands by quoting several real cases.



香港品牌發展局義務法律顧問暨Wellington Legal合夥人周紹榮律師講解虛擬世界裡知識產權保護的重要性和需注意事項。
Mr Joseph Chow, Honorary Legal Advisor of the Hong Kong Brand Development Council and Partner of Wellington Legal, illustrated the importance and effective methods of intellectual property protection in the virtual world.



德盈控股國際有限公司執行董事、總經理及授權董事張展耀先生分享了本地品牌「B.Duck」在打造「小黃鴨元宇宙」及NFT行銷方面的成功經驗。
Mr Vincent Cheung, Executive Director, General Manager and Head of Licensing Operations of Semk shared the success story of "DuckVerse", a new experiment of local brand "B.Duck" in exploring the new horizon of Metaverse and NFT marketing.



研討會採用線上線下混合模式，吸引大批聽眾。
The Seminar attracted a large number of participants both online and onsite.

品牌推廣及交流 Brand Promotion and Exchanges

「香港・進・品牌大灣區」系列活動

為協助香港企業把握粵港澳大灣區的發展機遇，品牌局推行「舉辦『香港・進・品牌大灣區』系列活動以提升香港品牌的集體形象」大型推廣和研究項目（簡稱「香港・進・品牌大灣區」）。項目獲香港特別行政區政府工業貿易署「工商機構支援基金」撥款資助，由廠商會擔任合作機構；為期36個月，已於2020年5月1日啟動。



該項目提出構建「品牌大灣區」的遠景，圍繞著促進香港品牌「走進」大灣區和推動品牌升級「進步」兩個主軸，舉辦一系列面向整個大灣區、多站式的品牌形象塑造、推廣與消費者參與活動，配合多地點、多維度的市場探知與策略研習，為香港品牌深耕區域市場構建支援平台；在協助香港企業把握區域消費文化的發展趨勢、提升香港品牌的集體形象和市場影響力的同時，亦藉此強化大灣區消費者以及業界對香港品牌文化的認同感，宣揚香港品牌作為一項優勢資源對大灣區邁向高品質發展的特殊作用。

項目的主要內容包括：

- 舉辦「廣東站」及「澳門站」品牌推廣活動，在廣州和澳門舉辦以創科、活力、優質生活為主題的品牌展示，推廣香港品牌的集體形象；並設立互動式體驗攤位以及於「廣東站」舉行具香港特色的舞台節目，營造多層次的「感受香港，體驗品牌」氛圍；
- 首創「香港品牌名冊」，釐訂香港品牌身份的認定標準，建立香港品牌的登記和網上公示系統；



“Hong Kong • IN • Brand Greater Bay” Serial Activities

In order to assist Hong Kong industries to ride on the growth of Greater Bay Area, the BDC is implementing a large-scale promotion and research project namely “Organising ‘Hong Kong • IN • Brand Greater Bay’ serial activities to promote Hong Kong brands’ collective image” (also referred to as “Hong Kong • IN • Brand Greater Bay”) under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department, HKSAR Government. With the CMA acting as the Collaborating Organisation, this 36-month Project commenced on 1 May 2020.

The Project broaches a “Brand Greater Bay” Vision and presents a variety of deliverables under a two-pronged approach, i.e. assisting Hong Kong companies to tap into the market of Greater Bay Area on one hand and facilitating the upgrading of their brand operations on the other. Its mainstay includes a multi-stop “roving” publicity campaign, which stage a series of brand image-building, promotion and consumer engagement activities in selected cities, supplemented by multi-location, multi-dimensional market research and business strategy profiling. With an eye to providing a holistic platform to support Hong Kong companies aspiring to “deep plow” the regional market, the Project makes special efforts to discover the rapidly-changing consumption culture in the Greater Bay Area and endeavours to uplift the collective image and market influences of Hong Kong brands. And it also represents a well-orchestrated attempt to inculcate Hong Kong brand culture into the consumer and the industries in the region, while advocating Hong Kong Brand as a unique “advantageous resource” that could boost the high-quality development of the Greater Bay Area.

The major deliverables of the Project include:

- Organising “Guangdong Brandfest” and “Macao Brandfest”, which include brand exhibition zones set up at Guangzhou and Macao respectively on the theme of “Inno-tech”, “Vigour” and “Quality Living” to demonstrate the collective image of Hong Kong brands. The brand showcases are accompanied by interactive demonstration kiosks and stage performance programmes (in Guangzhou Brandfest), culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience.
- Introducing “Hong Kong Brand i-Directory”, which formulates a set of identification criteria for verifying a brand’s “Hong Kong” identity, together with a registration system and online listing facilities to publish the information of accredited brands.

- 進行消費者問卷調查、企業範例研究及組織商務考察活動，為香港品牌制訂市場拓展策略和選擇有效的推廣傳訊管道提供第一手資料；
- 舉辦企業培訓工作坊及經驗分享會，幫助香港企業提升品牌發展、推廣與管理方面的知識和技能，強化品牌營運的關鍵能力。

- Conducting consumer survey, company case studies and a business tour, aiming to collect first-hand information for Hong Kong companies' reference and shed light on the effective branding and marketing strategies.
- Organising a training workshop and an experience-sharing seminar to equip Hong Kong brand operators with the knowledge and practical skills related to brand development, promotion and management, helping them to sharpen core competences in brand-building.

「大灣區品牌制勝謀略」企業案例研究

品牌局委託專業的研究團隊，於2021年年中對6家在大灣區營運的品牌，包括四個香港品牌（「卓悅」、「誠信行」、「祝奇餅」、「世家」）和兩個廣東的本土品牌（「百果園」、「Urban Revivo」）進行訪問；並以案例研究報告的形式記錄有關品牌在大灣區的營銷策略和品牌建设經驗，分析其發展模式、致勝要素和實踐體會，冀望為香港企業瞭解大灣區市場以及制訂品牌發展策略提供借鑑和具洞察力的參考建議。

品牌局於2022年1月26日舉行傳媒座談會，發佈企業案例的研究結果。廠商會會長史立德及品牌局主席陳國民於會上致辭，隨後由負責調研的法國里昂商學院市場營銷學陸定光教授講解研究結果，並邀得受訪企業代表卓悅控股有限公司執行董事兼首席財務官趙麗娟及誠信行貿易有限公司始創人兼主席王詠儀分享經驗。項目之執行機構廠商會展覽服務有限公司主席施榮恆亦出席活動協助解答傳媒的提問。

宣傳活動

除了在香港報章雜誌和社交媒體刊登「香港·進·品牌大灣區」系列活動的宣傳廣告之外，品牌局亦為項目設立了官方網站（www.brandgreaterbay.org），詳載各項活動的資料，並定期發佈活動花絮。「『大灣區品牌制勝謀略』企業案例研究報告」等調研成果亦上載於項目網站，供公眾查閱。

“Effective Branding in Greater Bay Area” Company Case Study

The BDC commissioned a professional research team to conduct a study on six brands, four from Hong Kong (including “Bonjour”, “Lexington”, “Blesscuit”, “SAGA”) and two from Guangdong province (“百果園” and “Urban Revivo”). The Study investigated the marketing strategies and brand-building practices of the subject brands and documented their mode of development, success factors and practical experience in the form of case study. It aimed to provide reference and insightful suggestions for Hong Kong enterprises, helping them to understand the market environment and formulate effective brand development strategies pertinent to GBA.

A media briefing was held on 26 January 2022, which started with introductory speeches by CMA President Dr Allen Shi and BDC Chairman Dr Edward Chan. Professor of Marketing of Emlyon Business School Dr Sherriff Luk, who led the research team, presented the salient findings of the case studies; and Executive Director and Chief Financial Officer of Bonjour Holdings Ltd Ms Susanna Chiu and Chief Executive Officer and Founder of Lexington Ltd Ms Carlotta Wong shared the experiences of their companies. Chairman of CMA Exhibition Services Ltd Mr Ivan Sze, who was the representative from Project Implementation Agent, also attended the briefing to answer questions from the media.



主辦機構代表與嘉賓合照。
Speakers and the representatives of Organisers posed for a group photo.

Promotional Campaign

Apart from newspaper and social media advertising, the BDC also operates an official website (www.brandgreaterbay.org) to provide news feeds about the various activities of the “Brand Greater Bay” Project. Research publications including “‘Effective Branding in Greater Bay Area’ Company Case Study Report” have been uploaded on the website, available to the public for on-line reading or free download.

「『港甄選』—買遍大灣區」推廣活動

品牌局、廠商會與廣東廣播電視台攜手籌劃「『港甄選』—買遍大灣區」推廣活動，鼓勵和協助業界採用直播帶貨等創新的電商模式，拓寬進入粵港澳大灣區零售市場的渠道。

主辦機構於2021年12月17日於香港及廣州同步舉行啟動儀式：全國政協副主席梁振英、時任商務及經濟發展局局長邱騰華、中聯辦宣傳文體部副部長張國義、廣東省商務廳二級巡視員容佩嬋、廣東廣播電視台總編輯曾少華，聯同廠商會會長史立德、品牌局主席陳國民、廣東廣播電視台香港辦事處有限公司董事長莊貞耀、香港浸會大學協理副校長黃煜教授以及項目的「宣傳大使」影視明星甄子丹等，為「港甄選」活動揭開序幕。

為了進一步向市民大眾推廣「港甄選」活動，主辦機構特別製作了兩輯宣傳片。其中一輯宣傳片名為「風華正茂」，由活動代言人、著名影星甄子丹領銜主演；另一輯則是香港政商代表為「港甄選」活動「打氣」的宣傳片，邀得各界重量級人士參與拍攝，包括全國政協副主席梁振英、香港特區行政長官李家超、香港特區政府政務司司長陳國基、財政司司長陳茂波、保安局局長鄧炳強、新鴻基地產執行董事郭基輝、霍英東集團副總裁霍啟山等。

“Hong Kong Selects: Go GBA” Promotion Campaign

The BDC, the CMA and Guangdong Radio and Television (GRT) worked together to organise “Hong Kong Selects: Go GBA” Promotion Campaign, in an attempt to encourage and assist the industries to adopt innovative e-commerce models such as live streaming sales and expand the channels for entering the retail market in the Guangdong-Hong Kong-Macao Greater Bay Area.

The Organisers held a launching ceremony for the Campaign on 17 December 2021, which was officiated by Vice Chairman of the Chinese People’s Political Consultative Conference Hon CY Leung, the then Secretary for Commerce and Economic Development Hon Edward Yau, Deputy Chief of Department of Publicity, Culture and Sports Affairs of Hong Kong Liaison Office Mr Zhang Guo Yi, Second-level Researcher of the Department of Commerce of Guangdong Province Ms Yung Pui Sim, Chief Editor of GRT Mr Tsang Siu Wah, together with CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan, Director of GRT Mr Chong Jing Yiu, Associate Vice-President of Hong Kong Baptist University Professor Huang Yu, and Promotional Ambassador Mr Yen Ji Dan.

The Organisers elaborately produced two promotional videos for the “Hong Kong Selects” Campaign. The first video starring famous actor Mr Yen Ji Dan is titled “In the Prime of Life”. The second video features prominent figures cheering for the Campaign, and some of the Hong Kong political and trade leaders participating in the shooting included Vice Chairman of the Chinese People’s Political Consultative Conference Hon CY Leung, Chief Executive of the HKSAR Hon John Lee, Chief Secretary of the HKSAR Government Hon Chan Kwok-ki, Financial Secretary Hon Paul Chan, Secretary for Security Hon Tang Ping-keung, Executive Director of Sun Hung Kai Properties Mr Kwok Kai Fai, Vice President of Fok Ying Tung Group Mr Fok Kai Shan, etc.



主辦機構代表進行大合照。
Representatives of Organisers posed for a group photo.

展覽及產品展示

品牌局不時參加在本港、內地及海外舉行的展覽會和產品展銷會，以設立展板和產品展示專櫃等形式，推介屬下香港品牌；透過這些活動展示香港品牌的整體形象，提升得獎公司的市場影響力，並為本地和海內外消費者提供認識和瞭解香港品牌的窗口。

品牌局參與之展覽會及展示活動

舉辦日期	活動名稱	地點	內容
2021年			
12月11日至2022年1月3日	第55屆香港工展會	香港	設立資料展板及網站宣傳
2022年			
7月26日至30日	香港時尚館・海口・中國國際消費品博覽會	海口	設置產品展示專櫃；展示20個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
8月16日	2021年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮	香港	大型展板介紹38個得獎者資料



2021年「香港名牌選舉」及「香港服務名牌選舉」於第55屆「香港工展會」進行公眾投票。
2021 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 55th Hong Kong Brands and Products Expo.



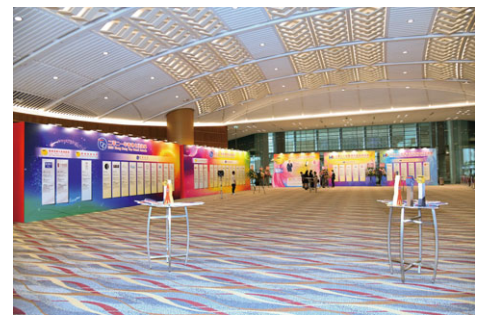
品牌局組織「香港名牌」及「香港新星品牌」得獎公司參加由香港貿易發展局舉辦的「香港時尚館・海口・中國國際消費品博覽會」並進行產品展示。
Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Style Hong Kong Pavilion at China International Consumer Products Expo, Haikou" organised by the Hong Kong Trade Development Council.

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong, Mainland China and overseas; and promotes Hong Kong through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window to raise their awareness among consumers, both locally and overseas.

BDC's Presence in Exhibitions and Showcases

Period	Event	Location	Promotion Activity
Year 2021			
11 December to 3 January 2022	The 55th Hong Kong Brands and Products Expo	Hong Kong	Display board and Internet promotion
Year 2022			
26 to 30 July	Style Hong Kong Pavilion at China International Consumer Products Expo, Haikou	Haikou	Display board and product showcase (for 20 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
16 August	2021 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Large-scale display board (for 38 winners of 2021 Awards)



2021年「品牌選舉」頒獎典禮設有大型的得獎品牌資料板。
Large information panels were set up at the venue of 2021 Awards Presentation Ceremony.

2021《香港名牌巡禮》

2021《香港名牌巡禮》於2021年7月出版，共315頁；以中英對照、圖文並茂的形式，將近300個香港原創品牌的成功故事和心得經驗集結成書，並翔實記載了「品牌選舉」的歷史沿革和最新發展。自2003年創刊以來，《香港名牌巡禮》已是第十九次出版。



2021《香港名牌巡禮》共發行約3,000冊；除各得獎公司惠存之外，還郵寄予超過800個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

品牌局網站

品牌局官方網站(www.hkbrand.org)是品牌局向公眾介紹各項工作和服務的重要渠道，亦是推廣香港品牌的一個專門的網上平台；其主要內容包括「關於品牌局」、「品牌局活動」、「品牌選舉」、「認證計劃」、「名牌巡禮」、「品牌推广」、「品牌培訓」、「資源中心」等。

配合「香港•進•品牌大灣區」系列活動的開展，品牌局在網站內增設了「香港品牌名冊」的子網域(id.hkbrand.org)。此外，2021《香港名牌巡禮》以電子書的形式上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。



「香港品牌名冊」網頁推廣專區

品牌局在「香港品牌名冊」網頁中特別開立名為「香港精選」的推廣專區，下設「熱門搜尋」、「名牌特區」、「優•惠•港」等欄目；並開放予「名冊」的登記公司刊載品牌的動態資訊和產品優惠，可兼容文字、圖片、視頻等多媒體，藉此打造推廣香港品牌的新平台。

The Parade of Hong Kong Top Brands 2021

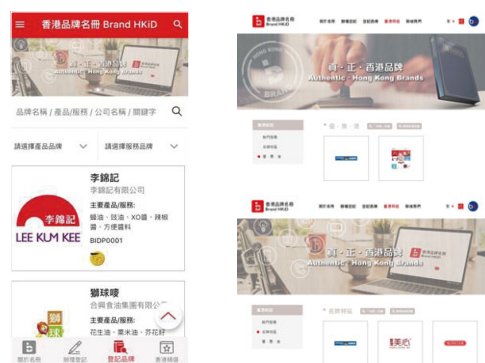
The 2021 edition of “The Parade of Hong Kong Top Brands” was published in July 2021. This 315-page bilingual publication collected the information and success stories of about 300 Hong Kong brands; and it on the other hand was the official publication of Brand Awards, giving a comprehensive account of the Awards’ history and latest developments. Making debut in 2003, “The Parade 2021” was the 19th edition.

With a circulation volume of 3,000, the publication was distributed to over 800 organisations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and overseas.

BDC Website

The BDC official website (www.hkbrand.org) is an important channel to update the public of the Council’s activities and services, while serving as a unique online platform for promoting Hong Kong brands. The website provides rich and versatile information under several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, “Top Brands Gallery”, “Brand Promotion”, “Brand Education” and “Resource Centre”.

As an online promotional avenue for the ongoing “Hong Kong • IN • Brand Greater Bay” Project, a dedicated sub-domain for “Hong Kong Brand i-Directory” (id.hkbrand.org) has been created. Meanwhile, “The Parade of Hong Kong Top Brands 2021” was uploaded onto the BDC website under the column of “Top Brands Gallery”. By adopting the format of an e-book, this electronic version helps to extend the promotion coverage of the Parade to overseas business communities and consumers via Internet.



Promotion Facility on “Brand HKiD” Website

The Council has set up a special promotion area named “Hong Kong Selections” on the webpage of “Hong Kong Brand i-Directory”, which consists of “Hot Search”, “TOP BRAND Zone” and “BRAND’S Mart” columns and is compatible with various multimedia contents such as text, pictures and videos. As an attempt to establish a new platform for promoting Hong Kong brands, the e-promotional facility is open to registered companies of the Brand HKiD such that they could publish the latest information of their brands and special offers of products.

會務活動 Council Activities

2021會員大會

品牌局於2021年9月28日假廠商會會議廳舉行周年大會，由品牌局主席陳國民擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表等逾30人。

陳國民主席回顧了品牌局在過去一年的主要工作，包括推動業界拓展大灣區市場、協助中小企業提升品牌競爭力以及推廣香港品牌的集體形象等。大會並一致通過財務報告及理事會和核數師報告，以及續聘子辰會計師事務所擔任品牌局核數師。

委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人和顧問；第七屆理事會的成員來自工商、學術、專業服務等廣泛的界別，並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與國際事務委員會」、「策略發展委員會」、「財務委員會」等工作委員會。

2021 General Meeting

The BDC held its 2021 Annual General Meeting (AGM) at CMA Conference Hall on 28 September 2021. Dr Edward Chan, the BDC Chairman, was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the past year, including facilitating local brands to develop Greater Bay Area market, assisting SMEs to enhance brand competitiveness, and promoting the collective image of Hong Kong brands.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and JS CPA & Co be re-appointed as the Auditor. Over 30 General Committee members and registered representatives of member companies attended the meeting.

Work of Committees

The BDC is established on the principle of “Market Leads, Government Facilitates, Community Supports”. The Council has invited Government officials as Honorary Patron and Honorary Advisors, and it has a General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services. Besides, several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and International Affairs Committee”, “Strategic Development Committee” and “Finance Committee” have been set up as the operational arms to carry out the Council’s various initiatives.



會員公司代表於2021年度會員大會上合照。
Representatives of BDC Members posed for a group photo at the 2021 Annual General Meeting.

理事會

理事會為品牌局的決策和管理機構，負責對品牌局的活動制定方向性指引，並對香港品牌的整體發展策略和推進措施進行研究；理事會監察品牌局的日常運作並協調屬下各委員會的工作。

理事會現任主席為陳國民。理事會於2021年9月28日及2022年5月4日舉行會議，分別就「『港甄選』— 貫遍大灣區」推廣活動的推行以及2022年度的工作計劃、「香港品牌名冊」的後續發展方向等進行討論。

常務理事會及財務委員會

品牌局設立由主席、副主席組成的常務理事會。常務理事會受理事會委託推行管理、督導及其他工作；常務理事會現任主席為陳國民。

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會由品牌局副主席沈運龍兼任主席。

常務理事會和財務委員會在2022年5月4日及6月28日舉行了聯席會議，分別就品牌局2022年度財政收支預算及重啟2021年「品牌選舉」頒獎典禮的初步計劃等進行討論。



品牌局召開第七屆理事會第二次會議。
The BDC convened the second meeting of the 7th General Committee.

香港名牌評審委員會

香港名牌評審委員會負責組織品牌選舉和其他與品牌有關的獎勵項目，推行「香港名牌標識計劃」，並對主辦之獎項和認證計劃屬下的企業實施監察和管理；委員會亦負責「香港名牌標識使用准許證」的日常審批和簽發工作。

香港名牌評審委員會現任主席由品牌局副主席陳家偉兼任。委員會擔任2021年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2021年11月22日完成四個「選舉」入圍品牌的遴選工作。委員會並於2022年5月24日舉行會議，討論2022年「品牌選舉」的日程以及進行「2022年香港傑出品牌領袖獎」的預選等。

General Committee

The General Committee is the governing body of the Council, which provides guidance on the developmental directions of the Council and also looks into the overall strategy and policies related to the development of Hong Kong brands. The General Committee supervises the operation of the Council and coordinates the work of sub-committees.

Currently chaired by Dr Edward Chan, the General Committee held meetings on 28 September 2021 and 4 May 2022, to discuss the implementation of “Hong Kong Selects: Go GBA” Promotion Campaign and the 2022 year plan of the Council as well as the continued development of “Hong Kong Brand i-Directory” respectively.

Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman and Vice Chairmen. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Dr Edward Chan is the Chairman of the Executive Committee.

The Finance Committee is set up to advise on and monitor the financial affairs of the BDC and to study the strategies for improving the Council's financial soundness in the long run. It is chaired by the BDC Vice Chairman Dr Aaron Shum.

The Executive Committee and Finance Committee held joint meetings on 4 May and 28 June 2022 to approve the 2022 financial budget of the Council and the tentative plan to re-launch the 2021 Brand Awards Presentation Ceremony respectively.

Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and overseeing the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark Licence.

The Board is currently chaired by the BDC Vice Chairman Mr Calvin Chan. It acted as the Preliminary Judging Panel of the 2021 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 22 November 2021.

The Committee held a meeting on 24 May 2022 to discuss the schedule and arrangements for 2022 Brand Awards as well as to conduct pre-screening of the prospective candidates and their affiliated brands for the 2022 Hong Kong Distinguished Brand Leader Award.

技術顧問委員會

技術顧問委員會就品牌選舉的評審標準和認證計劃提供技術指導，亦致力促進品牌局與學術、專業服務等界別的聯繫和合作；委員會並兼任「香港品牌名冊督導委員會」，就「香港品牌名冊」的登記標準、審核規程以及營運與管理等事宜提供意見。

技術顧問委員會由品牌局副主席盧金榮兼任主席，委員包括來自工商、學術、法律、設計、品質管理等界別的專業人士。委員會於2022年7月15日舉行會議，就「ESG+約章」的技術文件以及主辦機構關聯公司參加「品牌選舉」的資格指引等進行討論。

推廣與國際事務委員會

推廣與國際事務委員會的職能是推廣香港品牌的國際形象，協助香港品牌在本地、內地和國際市場的發展，以及促進品牌局與海外機構的品牌交流與聯繫。

推廣與國際事務委員會由品牌局副主席吳清煥兼任主席。委員會於2021年11月30日舉行會議，討論2021年「品牌選舉」頒獎典禮的具體安排；在2022年6月17日及7月29日的會議上，委員會分別就品牌局2022年重要活動的宣傳計劃以及補辦2021年「品牌選舉」頒獎典禮的執行細節等進行討論。

策略發展委員會

策略發展委員會負責研究品牌局的長遠發展策略，以及指導品牌局會員的招募、管理及服務工作。委員會由品牌局副主席黃偉鴻兼任主席。

在過去的一年，委員會就多個發展項目的可行性進行探索，包括「『港甄選』— 買遍大灣區」推廣計劃以及與本地大學的合作課程等；並牽頭組織了一系列會員參與活動，包括協辦廠商會的「抗疫肩並肩支援計劃」、「CMA良倉」的推廣活動、以及「香港•設計廊」的「跨境電商網店@京東國際」計劃等。

Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors. The Committee also acts as the “Steering Committee on Hong Kong Brand i-Directory”, which provides advice on the registration requirements, assessment protocol and other matters related to the operation and administration of Hong Kong Brand i-Directory.

Currently chaired by the BDC Vice Chairman Dr Lo Kam Wing, the Technical Advisory Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a meeting on 15 July 2022 to review the technical documents of “ESG+ Pledge” and the guideline on the eligibility of affiliates of the Organisers to participate in the “Brand Awards”.

Promotion and International Affairs Committee

The Promotion and International Affairs Committee is set up to promote the image of Hong Kong brands in the international arena; to facilitate Hong Kong brands’ development in domestic, Mainland and overseas markets; and to enhance the exchanges and networking between the Council and overseas organisations in regard to branding.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 30 November 2021 to discuss the logistic arrangements for the 2021 Awards Presentation Ceremony. It convened another two meetings on 17 June and 29 July 2022, which respectively reviewed the publicity plan for the Council’s major activities in 2022 and the implementation details in re-staging the postponed 2021 Brand Awards Presentation Ceremony.

Strategic Development Committee

The Strategic Development Committee is set up to study the strategies for the Council’s long-term development and to provide guidance on membership affairs such as recruitment, administration and services. The Committee is currently chaired by BDC Vice Chairman Dr Ellis Wong.

In the past year, the Committee took the initiative to explore the feasibility of several development projects, such as the “Hong Kong Selects: Go GBA” Promotion Campaign and cooperation with local universities in organising branding-related training courses. It also led members to participate in a number of activities including the “Anti-epidemic Support Programme” organised by the CMA, the promotion activities of “CMA e-Warehouse”, and the “HKTDC Design Gallery @ JD”.

會員活動

參與抗疫支援計劃

由廠商會主辦的「抗疫肩並肩支援計劃」，以配對形式向會員企業籌集物資，為入住隔離營的確診患者提供生活必需品；品牌局擔任支持機構，組織會員企業及「品牌選舉」的得獎公司參與有關計劃。

加盟貿發局的跨境電商網店

香港貿易發展局於網購平台「京東國際」設立「香港•設計廊」跨境電商網店，為港商在內地境外生產或採購的產品提供「寄賣」服務，協助他們進軍龐大的內銷市場。品牌局應邀擔任此項目的支持機構，協助推廣有關服務並為會員公司提供特別優惠。

會員招募

會員網絡是品牌局倡導和推行其創立理念的重要基礎，是品牌局聯繫業界、服務業界不可或缺的介面。

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司和組織加入成為公司會員或贊助會員。自2005年8月成立以來，已有400多家公司成為品牌局的公司會員。



Member Activities

Participating in Anti-epidemic Support Programme

To stands together with the community in collaborative efforts to fight the COVID-19 epidemic, the CMA initiated an “Anti-epidemic Support Programme”, for which BDC acted as a supporting organisation. Member companies and winners of the “Brand Awards” were invited to offer daily necessities (in the form of a matching subsidy by the CMA) to patients admitted to isolation facilities.

Promoting HKTDC's Cross-border E-Shop

To help local SMEs to further expand its business to the Mainland market, the Hong Kong Trade Development Council has set up a cross border e-commerce shop “Design Gallery” on “JD International”, a leading on-line sales platform. The e-shop provides consignment services for products sourced or manufactured by Hong Kong companies outside the Mainland. The BDC is one of the supporting organisations of the programme and member companies are entitled to a special promotion package.

Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also an indispensable interface for the Council to connect and serve the industries.

The BDC welcomes all companies and organisations in sympathy of its objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has admitted over 400 Corporate Members.

會員福利 Member Benefits

入會資格

凡持有香港商業登記證明的公司，或已向香港特區政府相關主管當局註冊的工商社會團體，均有資格申請成為香港品牌發展局之公司會員。境外註冊之公司或工商社會團體，可申請為贊助會員。

會員福利

公司會員有權參加品牌局的會員大會，擁有投票表決權。公司會員及贊助會員均可尊享多元化的服務，包括：

- 利用品牌局的平台，就品牌發展的政策和相關事宜表達意見。
- 參與品牌局在香港、內地和海外舉辦的展覽、產品展示和市場推廣活動。
- 以會員優惠價或免費(特定活動)參加研討會、培訓課程、營商考察團等。
- 接受品牌方面的最新資訊。
- 分享品牌局所推行之研究和發展項目的成果。
- 使用品牌局構建之品牌發展支援體系，例如專家庫、免費諮詢、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

Membership Eligibility

Any Hong Kong company holding a valid business registration certificate or any Hong Kong association registered with the relevant Government authority are eligible to apply to become a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong can apply to be admitted as Associate Members.

Member Benefits

Corporate Members have the right to attend and vote at general meetings of the BDC. All Members can enjoy a bevy of privileges:

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organised by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage on the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.

品牌局簡介

About the Council



香港品牌發展局

Hong Kong Brand Development Council

香港品牌發展局(品牌局)是由香港中華廠商聯合會(廠商會)牽頭成立的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提升香港品牌的知名度、弘揚原創精神、構築有利於品牌發展的社會環境、以及促進品牌方面的企業交流、聯誼和國際合作。

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人及顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與國際事務委員會」、「策略發展委員會」及「財務委員會」等工作委員會和專責秘書處。

品牌局從全局性層面和戰略的高度探索、倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。在積極敦促、協助政府制定相關政策的同時，品牌局亦活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等廣泛的領域，逐步建立起領先地位。

除了每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」等標誌性的獎項之外，品牌局積極協助其他機構策劃品牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準。品牌局推行「香港名牌標識計劃」和「香港製造標識計劃」，以規範化的審核和准許證制度，開創品牌相關認證之先河；近期更創建「香港品牌名冊」登記和公示平台，率先引入香港原創品牌的身份認定系統，以及與廠商會合作推行「ESG+ 約章」計劃，構建支援香港工商界邁向可持續發展的激勵機制。

為增強香港品牌的市場影響力，品牌局經常帶領企業參加本港、國內和海外的展覽與推廣活動，近年更於內地不同城市舉辦「香港品牌節」以及「香港•進•品牌大灣區」等大型項目，協助本地企業進軍龐大的內銷市場。品牌局創立了「中小企品牌群策營」，定期舉辦活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並積極推行研究計劃、培訓項目、觀摩與交流活動，協助業界提升品牌管理能力，倡導「建品牌、創名牌」的行業風尚；以及透過公眾宣傳和教育，增進消費者的品牌意識，培養「重視品牌、保護品牌」的社會氛圍。

在「品牌經濟」時代，打造品牌競爭力已成為企業賴以持續發展和取得成功的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

Initiated by the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Brand Development Council (the BDC) is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. It is committed to promoting Hong Kong brands, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The BDC is established on the principle of "Market Leads, Government Facilitates, Community Supports". Apart from having invited Government officials as Honorary Patron and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and International Affairs Committee", "Strategic Development Committee", and "Finance Committee" have been set up as the operational arms to carry out the Council's various initiatives.

The Council has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organisations. It has been playing an active role in every key area, sharpening its leadership in brand accreditation, nurturing, promotion, research, exchanges and international cooperation.

Apart from hosting renowned recognition schemes like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", the Council provides assistance to other brand competitions or prizes, with an eye to identifying role models and setting up best-practice benchmark in branding. It is the organiser of the "Hong Kong Top Brand Mark Scheme" and "Made in Hong Kong Mark Scheme", which, as the first of their kinds, have blazed the trail of brand-related certification based on well-structured assessment and licensing system. And the newly-introduced "Hong Kong Brand i-Directory" (Brand HKiD) is a registration mechanism plus publishing platform whereby the BDC provides authoritative proof of identity for Hong Kong original brands. More recently, the BDC has joined hands with the CMA in implementing the "ESG+ Pledge" Scheme, in an attempt to stimulate Hong Kong industries to gear towards sustainable development.

In order to enhance the profile of Hong Kong brands, the Council has been actively participating in various exhibitions, product showcases and other promotional events, domestically and overseas, apart from staging large-scale serial activities under the banner of "Hong Kong • IN • Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities. It organises "SME Branding Club" regularly, in an attempt to foster brand-building culture among local SMEs and to build up an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Furthermore, a number of training, research, study, and exchange programmes as well as public education campaigns have been rolling out under the Council's aegis, as part of its efforts to step up brand awareness among local enterprises and the public in general.

In this "branding economy" era, brand competitiveness holds the key to an enterprise's development and continued success. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting "Made by Hong Kong, Originated from Hong Kong" as a world-class label and developing Hong Kong into a star-studded brands hub.



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Appendices

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屬下委員會 Sub-Committees

香港名牌評審委員會 Hong Kong Top Brand Assessment Board

主席 **Chairman** :
陳家偉 Mr Calvin K W Chan, MH

顧問 **Advisor** :
陳國民 Dr Edward K M Chan, MH

副主席 **Vice Chairmen** :
盧金榮 Dr Lo Kam Wing, JP
吳清煥 Mr Ng Ching Wun

委員 **Committee Members** :
黃偉鴻 Dr Ellis W H Wong
沈運龍 Dr Aaron W L Shum
梁兆賢 Mr Jackson S Y Leung
孫榮良 Mr Warren Y L Sun
顏明秀 Ms Candy M S Ngan
余瓊峰 Mr Kevin K F Shea
梁湘東 Mr Thomas Leung
王偉樑 Mr Desmond W L Wong
傅承蔭 Mr William S Y Fu

技術顧問委員會 Technical Advisory Committee

主席 **Chairman** :
盧金榮 Dr Lo Kam Wing, JP

技術顧問 **Technical Advisors** :
謝邱安儀 Mrs Annie Yau Tse
周嘉弘 Mr Calvin Chau
黃偉雄 Mr Addy W H Wong, MH, JP
葉標翰 Mr Karr Yip
陸定光 Dr Sherriff Luk
劉武 Prof Wu Liu
張天秀 Mr Baniel Cheung
周紹榮 Mr Joseph S W Chow
湯達熙 Mr Anthony Tong
林俊康 Mr Dominic Lam
丁國滔 Mr K T Ting

財務委員會 Finance Committee

主席 **Chairman** :
沈運龍 Dr Aaron W L Shum

委員 **Committee Members** :
陳國民 Dr Edward K M Chan, MH
盧金榮 Dr Lo Kam Wing, JP
陳家偉 Mr Calvin K W Chan, MH
吳清煥 Mr Ng Ching Wun
黃偉鴻 Dr Ellis W H Wong
周瑞麒 Mr Ralph Chow

推廣與國際事務委員會 Promotion and International Affairs Committee

主席 **Chairman** :
吳清煥 Mr Ng Ching Wun

顧問 **Advisors** :
陳國民 Dr Edward K M Chan, MH
盧金榮 Dr Lo Kam Wing, JP
陳家偉 Mr Calvin K W Chan, MH
駱百強 Mr Robert P K Lok
吳秋全 Mr Charles C C Ng

委員 **Committee Members** :
馬介欽 Dr Ma Kai Yum
林凱章 Mr Victor K C Lam, JP
王象志 Mr Thomas C C Wong
鄧錦添 Dr Tang Kam Tim
何偉權 Dr Ken W K Ho
梁承傑 Mr Vincent S K Leung
余瓊峰 Mr Kevin K F Shea
楊莉瑤 Ms Juliana L Y Yu
高麗芳 Ms Rose L F Ko
蔡少偉 Dr William S W Choi
鄭重科 Mr Tony C F Cheng
曾維 Dr Tsang Wai

策略發展委員會 Strategic Development Committee

主席 **Chairman** :
黃偉鴻 Dr Ellis W H Wong

顧問 **Advisors** :
陳國民 Dr Edward K M Chan, MH
盧金榮 Dr Lo Kam Wing, JP
陳家偉 Mr Calvin K W Chan, MH
吳清煥 Mr Ng Ching Wun
沈運龍 Dr Aaron W L Shum
吳秋全 Mr Charles C C Ng

委員 **Committee Members** :
駱百強 Mr Robert P K Lok
李慧芬 Ms Stella W F Lee
孫榮良 Mr Warren Y L Sun
張呈峰 Mr Cheung Ching Fung
吳懿容 Ms Susanna Y Y Ng
顏明秀 Ms Candy M S Ngan
柯家洋 Mr Kevin K Y Orr
謝寶達 Mr Tse Po Tat

會員名錄

Directory of BDC Members

- 大中實業股份有限公司
Dah Chung Industrial Co Ltd
雅田實業有限公司
Artin Industrial Co Ltd
YGM 貿易有限公司
YGM Trading Ltd
香港生產力促進局
Hong Kong Productivity Council
香港貿易發展局
Hong Kong Trade Development Council
力勁機械國際有限公司
L.K. Machinery International Ltd
漢生堂藥業有限公司
Han Sheng Tang Herbal Technologies Co Ltd
古珀行珠寶有限公司
Aaron Shum Jewelry Ltd
美昌玩具製品廠有限公司
May Cheong Toy Products Fty Ltd
三友實業(集團)有限公司
Sanyu Industrial (Holdings) Co Ltd
寶星首飾廠有限公司
Polaris Jewellery Manufacturer Ltd
諾天時有限公司
Time Mission Ltd
金百加發展有限公司
Kampery Development Ltd
MCL 品牌顧問有限公司
Maxi Communications Ltd
恒通資源有限公司
Hang Tung Resources Ltd
其士國際集團有限公司
Chevalier International Holdings Ltd
南洋兄弟煙草股份有限公司
Nanyang Brothers Tobacco Co Ltd
雅芳婷集團有限公司
A-Fontane Groups Ltd
余仁生(香港)有限公司
Eu Yan Sang (HK) Ltd
南順(香港)有限公司
Lam Soon (HK) Ltd
四洲貿易有限公司
Four Seas Mercantile Ltd
新順福食品有限公司
Sun Shun Fuk Foods Co Ltd
香港天廚有限公司
The Tien Chu (HK) Co Ltd
合興食油集團有限公司
Hop Hing Oil Group Ltd
德國寶(香港)有限公司
German Pool (HK) Ltd
福田科技有限公司
Fook Tin Technologies Ltd
龍發製藥(香港)有限公司
Long Far Herbal Medicine Manufacturing (HK) Ltd
六福集團(國際)有限公司
Luk Fook Holdings (International) Ltd
捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd
- 錦興粉麵食品有限公司
Kam Hing Noodles Food Co Ltd
震歐線衫廠有限公司
Chun Au Knitting Factory Ltd
香港米聯企業有限公司
H.K. Rice Merchants Enterprises Ltd
關東百源堂(靈藥德興堂)聯合藥廠有限公司
Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong) Union
Medicine Factory Ltd
威信珠寶有限公司
Wilson Designs & Jewellery Ltd
豐葉電器製造廠有限公司
Fung Yip Electrical Manufacturing Ltd
日昇實業有限公司
Sunnex Products Ltd
三生中藥廠有限公司
Sam Seng Herbal Pharmaceutical Co Ltd
榮華食品製造業有限公司
Wing Wah Food Manufactory Ltd
威馬企業有限公司
Goodway Electrical Enterprise Ltd
大南玩具實業有限公司
Tai Nam Industrial Co Ltd
李錦記有限公司
Lee Kum Kee Co Ltd
官燕棧國際有限公司
Imperial Bird's Nest International Co Ltd
喜居樂有限公司
Hekura Co Ltd
美康居國際有限公司
Azureliving International Ltd
大班麵包西餅有限公司
Tai Pan Bread & Cakes Co Ltd
美心食品有限公司
Maxim's Caterers Ltd
莎莎國際控股有限公司
Sa Sa International Holdings Ltd
信達企業有限公司
Shun Tat Enterprises Ltd
香港中國旅行社有限公司
China Travel Service (HK) Ltd
鏞記酒家集團有限公司
Yung Kee Restaurant Group Ltd
韓泰麗蔘(集團)有限公司
Hong Tai Ginseng (Group) Co Ltd
中原地產代理有限公司
Centaline Property Agency Ltd
嘉頓有限公司
The Garden Co Ltd
鴻福堂集團有限公司
Hung Fook Tong Holdings Ltd
鱷魚恤有限公司
Crocodile Garments Ltd
天泰良友清潔用品有限公司
Tin Tai Leung Yao Cleaning Supplies Ltd
偉邦物業管理有限公司
Well Born Real Estate Management Ltd
皇室實業集團有限公司
Majestic Holding Ltd

香港復康會
 The Hong Kong Society for Rehabilitation
 美國冒險樂園有限公司
 Jumpin Gym USA Ltd
 大昌貿易行有限公司
 Dah Chong Hong, Ltd
 卓悅控股有限公司
 Bonjour Holdings Ltd
 阿波羅雪糕有限公司
 Appolo Ice-cream Co Ltd
 活力健國際有限公司
 Holistol International Ltd
 中華製漆(一九三二)有限公司
 The China Paint Manufacturing Co (1932) Ltd
 彩適化工製品有限公司
 Colour Chemical Industrial Ltd
 和興白花油藥廠有限公司
 Hoe Hin Pak Fah Yeow Manufactory Ltd
 淘化大同食品有限公司
 Amoy Food Ltd
 零食物語有限公司
 Fancy Talent Ltd
 雅蘭企業有限公司
 Airland Enterprise Co Ltd
 君政國際有限公司
 Cross International Ltd
 八珍國際有限公司
 Pat Chun International Ltd
 陳記食品有限公司
 Chan Kee Foods Ltd
 日本城(香港)有限公司
 Japan Home Centre (HK) Ltd
 安莉芳(香港)有限公司
 Embry (HK) Ltd
 牛奶有限公司
 The Dairy Farm Co Ltd
 草姬國際有限公司
 Herbs Generation International Ltd
 Dr Kong 健康鞋專門店
 Dr Kong Footcare Ltd
 權智有限公司
 Group Sense Ltd
 實惠家居有限公司
 Pricerite Home Ltd
 盾牌保險箱有限公司
 Guarda Safe Industrial Ltd
 盛威安全設備有限公司
 Safewell Equipment Ltd
 百昌隆藥業有限公司
 Bai Cheong Lung Medicine Ltd
 標緻活水有限公司
 Beauty & Health Magic Water Purify Ltd
 維特健靈健康產品有限公司
 Vita Green Health Products Co Ltd
 富城物業管理有限公司
 Urban Property Management Ltd
 衍生集團(國際)控股有限公司
 Hin Sang Group (International) Holding Co Ltd
 建業五金塑膠廠有限公司
 Kin Hip Metal & Plastic Factory Ltd

太古糖業有限公司
 Taikoo Sugar Ltd
 時富金融服務集團有限公司
 CASH Financial Services Group Ltd
 富臨集團有限公司
 Foo Lum Holdings Ltd
 米蘭站(香港)有限公司
 Milan Station (HK) Ltd
 大記食品有限公司
 Dai Kee Food Co Ltd
 中華商務聯合印刷(香港)有限公司
 C&C Joint Printing Co (HK) Ltd
 御藥堂(控股)有限公司
 Royal Medic (Holdings) Ltd
 儲存易迷你倉集團有限公司
 Store Friendly Self Storage Group Ltd
 青洲英坭有限公司
 Green Island Cement Co Ltd
 通用磨坊食品亞洲有限公司
 General Mills Foods Asia Ltd
 歐達傢俱有限公司
 Arredamenti Co Ltd
 樂域實業有限公司
 Lomak Industrial Co Ltd
 美時文儀有限公司
 Lamex Trading Co Ltd
 雅香園食品有限公司
 YHY Food Products Ltd
 七海化工(集團)有限公司
 Seven Sea Chemicals (Holdings) Ltd
 保心安藥廠有限公司
 Po Sum On Medicine Factory Ltd
 雞仔餅大王有限公司
 King of Chicken Cake Ltd
 奧麗有限公司
 Oceanic Leader Ltd
 家得路天然健康食品有限公司
 Catalo Natural Health Foods Ltd
 盈創(疊高)實業有限公司
 Kado Industrial Co Ltd
 金至尊珠寶(香港)有限公司
 3D-Gold Jewellery (HK) Ltd
 瑋基咖啡有限公司
 Grand Coffee Co Ltd
 同珍公司
 Tung Chun Co
 順利建材潔具有限公司
 Shun Lee Bldg Materials & Sanitary Wares Ltd
 自然怡家有限公司
 Natural Home Collections Ltd
 香港小輪(集團)有限公司
 Hong Kong Ferry (Holdings) Co Ltd
 百成堂參茸行有限公司
 Pak Shing Tong Ginseng Co Ltd
 穩健醫療(香港)有限公司
 Winner Medical (HK) Ltd
 偉澳照明實業有限公司
 Rio Industrial Ltd
 康業服務有限公司
 Hong Yip Service Co Ltd

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蛋撻王控股有限公司	復興貿易發展有限公司
King Bakery Holdings Ltd	Fok Hing Trading Development Co Ltd
海皇國際有限公司	穎明實業有限公司
Ocean Empire International Ltd	Makebest Industries Ltd
大寧有限公司	貴族國際貿易有限公司
Dialink Ltd	Yaki Champion Boutique Ltd
英記茶莊有限公司	阿一鮑魚公主(香港)有限公司
Ying Kee Tea Co Ltd	Ah Yat Abalone Princess (HK) Ltd
南北行參茸藥材有限公司	卡撒天嬌國際有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd	Casablanca International Ltd
天虹海鮮酒家	高來國際集團有限公司
Lamma Rainbow Seafood Restaurant Ltd	Top Loyal International Holdings Ltd
安記海味有限公司	一心旅遊有限公司
On Kee Dry Seafood Co Ltd	Instant Travel Service Ltd
信和物業管理有限公司	天澄閣投資有限公司
Sino Estates Management Ltd	Crystal Harbour Restaurant Ltd
萬希泉鐘錶有限公司	華發行(香港)貿易發展有限公司
Memorigin Watch Co Ltd	Wah Fat Hong (HK) Trading Development Co Ltd
楊氏水產有限公司	佳力酒店管理有限公司
Yeungs Marine Products Ltd	Galaxy Hotel Management Co Ltd
大有倉集團有限公司	生歷奇教育統籌有限公司
Tai Yau Storage Group Ltd	Synergy Education Provider Co Ltd
恆香老餅家有限公司	錢氏玩具中心有限公司
Hang Heung Cake Shop Co Ltd	M & C Toy Centre Ltd
太子珠寶鐘錶公司	尚芳保健有限公司
Prince Jewellery and Watch Co	Shang Healthcare Ltd
專業國際旅運有限公司	雅麗斯中國有限公司
Travel Expert Ltd	Alice Chan China Ltd
寵之天國寵物善終服務有限公司	天比廣告有限公司
H.K. Pet's Hospice Care Service Ltd	Greenbase Ad Ltd
致富集團有限公司	摩米士科技(香港)有限公司
Chief Group Ltd	Momax Technology (HK) Ltd
榮利集團(國際)有限公司	親子王國有限公司
Wing Li Group (International) Ltd	Baby-Kingdom.Com Ltd
美味棧國際有限公司	奧美斯傢具有限公司
Yummy House International Ltd	Offmax Ltd
銀龍飲食集團有限公司	星華發展有限公司
Ngan Lung Catering (Holdings) Ltd	Sing Wah Development Ltd
添福餐飲食品發展有限公司	裕昇實業有限公司
Timfold Catering and Food Service Ltd	Yusan Industries Ltd
煌府集團有限公司	捷旅集團有限公司
Palace Group Management Ltd	Jetour Holding Ltd
梳化倉有限公司	遵理學校有限公司
Sofamark Ltd	Beacon College Ltd
合和土木發展有限公司	FlexSystem Ltd
Hop Wo Development Ltd	FlexSystem Ltd
昇鋒國際有限公司	翠華控股有限公司
Pro Logic International Ltd	Tsui Wah Holdings Ltd
康盟有限公司	現代美容控股有限公司
Concord Alliance Ltd	Modern Beauty Salon Holdings Ltd
泉昌有限公司	沙嗲王有限公司
Chuan Chiong Co Ltd	Satay King Co Ltd
原味家作有限公司	奇華餅家有限公司
Original Taste Workshop Ltd	Kee Wah Bakery Ltd
譽宴集團有限公司	九龍維記牛奶有限公司
U Banquet Group Ltd	The Kowloon Dairy Ltd
福滿臨珠寶集團有限公司	迅榮貿易有限公司
Fook Moon Lam Jewellery Holdings Co Ltd	Fast Fame Trading Ltd
華潤堂有限公司	美好生活
CR Care Co Ltd	Perfect Trading Co

亞洲國際餐飲集團有限公司
 Taste of Asia Group Ltd
 乾隆 1492 俱樂部有限公司
 Kinlonz 1492 Club Ltd
 高清製作有限公司
 Best Video Ltd
 健力五金有限公司
 Kent Metal Co Ltd
 金煌(亞太區)有限公司
 Golden King (Asia Pacific) Ltd
 DR-Max Ltd
 DR-Max Ltd
 誠信行貿易有限公司
 Lexington Ltd
 龐蓓有限公司
 Pompei Ltd
 新佛香食品有限公司
 Sun Fat Heung Food Products Ltd
 恒和珠寶首飾廠有限公司
 Continental Jewellery (Mfg) Ltd
 時間廊鐘錶有限公司
 City Chain Co Ltd
 東瀛遊旅行社有限公司
 EGL Tours Co Ltd
 眼鏡 88 有限公司
 Optical 88 Ltd
 科文實業有限公司
 4M Industrial Development Ltd
 再見寵兒有限公司
 Goodbye Dear Co Ltd
 信基國際企業有限公司
 Truth & Faith International Ltd
 僑豐行有限公司
 Kiu Fung Hong Ltd
 西德寶富麗(遠東)有限公司
 Proffilia of West Germany (Far East) Ltd
 艾寶萊貿易公司
 AA Buy Trading Co
 富邦帽袋實業有限公司
 Richbond Caps & Bags Manufacturing Ltd
 京都念慈菴總廠有限公司
 Nin Jiom Medicine Manufactory (HK) Ltd
 中大捲閘有限公司
 Chung Tai Roller Shutters Co Ltd
 蒙妮坦學院有限公司
 CMM Monita Academy Ltd
 歐惠芳公關廣告有限公司
 Sharon Au & Associates Ltd
 瑞典歐化(遠東)有限公司
 Ulferts of Sweden (Far East) Ltd
 森科產品有限公司
 Semk Products Ltd
 香港嘉捷藥業有限公司
 Hong Kong Kamax Pharmacy Ltd
 偉安發展有限公司
 Right Horn Development Ltd
 立基環球有限公司
 Tanco Pacific Co Ltd
 香江國際有限公司
 HKI Co Ltd
 李琳明金屬製品廠有限公司
 Lee Lim Ming Metal Works Ltd
 領天國際企業有限公司
 Leadsy International Enterprise Ltd
 佳寧娜食品(香港)有限公司
 Carrianna Food (HK) Ltd
 恒益物業管理有限公司
 Hang Yick Properties Management Ltd
 全港藝術發展有限公司
 Hong Kong Art Development Co Ltd
 保諾時網上印刷有限公司
 Promise Network Printing Ltd
 欣德製作及培訓有限公司
 Unlimited Power Production and Training Ltd
 太興集團控股有限公司
 Tai Hing Group Holdings Ltd
 新世界(國際)免稅集團有限公司
 New Era (International) Duty Free Group Co Ltd
 新時代卡拉 OK 有限公司
 Neway Karaoke Box Ltd
 萬麗行有限公司
 Manley Co Ltd
 正意工作室有限公司
 QConcept Ltd
 沁濤美念亞洲有限公司
 Samko Concept Asia Co Ltd
 華人策略控股有限公司
 Chinese Strategic Holdings Ltd
 合豐投資控股有限公司
 Hopeful Investment Holdings Ltd
 活色生香國際有限公司
 Wonderlife Universal Ltd
 得利龍百貨有限公司
 Delicron (HK) Ltd
 李焯勝堂(集團)有限公司
 Li Chung Shing Tong (Holdings) Ltd
 寬泰貿易有限公司
 Foon Tai Trading Co Ltd
 英識教育(亞洲)有限公司
 Britannia Study Link (Asia) Ltd
 康加實業有限公司
 Konstar Industries Ltd
 智盛財經媒體有限公司
 GenNex Financial Media Ltd
 會所1號有限公司
 ClubONE Ltd
 穎業國際有限公司
 Wing Yip International Ltd
 冠華食品菓子廠有限公司
 Koon Wah Food & Preserved Fruit Factory Ltd
 聖諾盟健康家居用品有限公司
 Sinomax Health & Household Products Ltd
 金寶麗寢室用品有限公司
 Goldfully Bedroom Article Ltd
 高榮實業有限公司
 Global Glory Industrial Ltd
 數學思維教育有限公司
 MathConcept Education Ltd
 明豐(樂見)國際發展有限公司
 Ming Fung (Lok Keen) International Development Ltd

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Ensec Solutions Hong Kong Ltd	未來照明有限公司
Ensec Solutions Hong Kong Ltd	Future Lighting Collection Ltd
林和成貿易有限公司	明茶房有限公司
Ettason (HK) Ltd	MingCha Ltd
美斯凱實業有限公司	昇華在線有限公司
Maxcare Industrial Ltd	You Find Ltd
敏寶有限公司	高明利有限公司
Main Plan Ltd	Kool Ltd
捷成有限公司	百匯珠寶(香港)有限公司
Jetstar Co Ltd	Pak Wui Jewellery (HK) Ltd
好利來有限公司	億達再生資源有限公司
Hollyland Co Ltd	E. Tech Management (HK) Ltd
建豐胃仙-U有限公司	王子食品廠有限公司
Kin Fung Weisen-U Co Ltd	Prince Foods Manufactory Ltd
世壯有限公司	華興文儀集團有限公司
Century Strong Ltd	Wah Hing Office Supplies Group Ltd
萬智商標印刷有限公司	宏發電聲(香港)有限公司
Marche Label & Printing Ltd	HongFa Electroacoustic (HK) Co Ltd
廣豪服飾(香港)有限公司	四季養生茶館
Grand Concord Garment (HK) Ltd	四季養生茶館
香港陳老二藥廠有限公司	史偉莎集團有限公司
Hong Kong Chan Lo Yi Medicine Co Ltd	LBS Corporation Ltd
惠康環境服務有限公司	銀河工程集團有限公司
Waihong Environmental Services Ltd	Galaxy Engineering Holding Co Ltd
亞洲國際博覽館管理有限公司	大埔振興有限公司
AsiaWorld-Expo Management Ltd	Tai Po Chun Hing Ltd
耀才證券金融集團有限公司	醫思健康
Bright Smart Securities & Commodities Group Ltd	EC Healthcare
並豐生物科技有限公司	潮安發展有限公司
Twin Wealth Biotech Ltd	Chase On Development Ltd
夏德建國術會有限公司	嘉禾(香港)國際貿易公司
Ha Tak Kin Martial Art Society Ltd	Ka Woo (HK) International Trading Co
啟泰藥業(集團)有限公司	健康創建(香港)有限公司
Kai Tai Chinese Medicine (Holdings) Co Ltd	Health Basis (HK) Ltd
香港榮源茶行有限公司	銀鑛灣渡假酒店有限公司
Wing Yuen Tea (HK) Co Ltd	Silvermine Beach Resort Ltd
飛馬仕科技有限公司	曲奇四重奏有限公司
Freemax Technology Co Ltd	Cookies Quartet Ltd
叱吒(香港)有限公司	太和洞藥廠有限公司
All Power (HK) Ltd	Tai Wo Tung Medicine Co Ltd
高崎國際控股有限公司	四海環球食品有限公司
Goki International Holding Co Ltd	Four Seas Global Food Co Ltd
信德中旅船務管理有限公司	Labkable Asia Ltd
Shun Tak-China Travel Ship Management Ltd	Labkable Asia Ltd
澤群顧問有限公司	逢發織造有限公司
B2A Consulting Ltd	Fung Fat Knitting Mfy Ltd
環球印館控股有限公司	中信醫藥科技有限公司
Universe Printshop Holdings Ltd	Reliable Medicine Technology Co Ltd
得利鐘錶製品廠有限公司	奧美(集團)有限公司
Dailywin Watch Products Mfg Ltd	Dogaroo Group Ltd
懷舊傢俱公司	樂濤國際企業有限公司
Style50s Home Decor	Winning International Enterprises Co Ltd
冠珍興記醬園有限公司	柴犬工房有限公司
Koon Chun Hing Kee Soy & Sauce Factory Ltd	Shibainc Ltd
維昌歷高(國際)有限公司	綠盈環保有限公司
Webber & Nickel (Int'l) Co Ltd	Green Intellect Co Ltd
栢凌有限公司	香港馬世良堂製藥有限公司
Partlink Ltd	H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
藝采國際企業公司	傳承科技有限公司
Arte Moda International Enterprises	Inheritance Technology Co Ltd

金怡旅行社有限公司	晉達電能(香港)有限公司
Goldjoy Travel Ltd	LFP Power (HK) Ltd
張榮記粉麵廠有限公司	天然養生有限公司
Cheung Wing Kee Noodles Factory Co Ltd	Tian Ran HealthCare Ltd
比比美容化妝有限公司	柯尼卡美能達商業系統(香港)有限公司
BB Beauty & Cosmetic Ltd	Konica Minolta Business Solutions (HK) Ltd
宏俊創建有限公司	永星化工有限公司
Great Smart Creation Ltd	Winstar Chemicals Co Ltd
太平洋娛樂有限公司	漢思傑(亞洲)有限公司
Bar Pacific Entertainment Ltd	Handscript Asia Ltd
Oveco Industries Ltd	小小科學家教育集團有限公司
Oveco Industries Ltd	Little Scientists Education Group Ltd
珠江船務企業(集團)有限公司	學升火車集團有限公司
Chu Kong Shipping Enterprises (Holdings) Co Ltd	PrePnK1 Express Group Ltd
同健有限公司	尚智設施服務有限公司
One Health International Ltd	Wisdom Facility Management Co Ltd
研創美國際機構(遠東)有限公司	溢豐工程有限公司
Aorta International Association (Far East) Ltd	Deco Classic Ltd
挑戰者汽車服務有限公司	香港體育會(集團)控股有限公司
Challenger Auto Services Ltd	Hong Kong Sports Association (Group) Holdings Ltd
德國寶電商貿易有限公司	皇鑽世家珠寶金行有限公司
German Pool O2O Ltd	Imperial Diamond Jewellery Gold Co Ltd
悅和醬園有限公司	荳暉美容初心有限公司
Yuet Wo Sauce and Preserved Fruits Ltd	Sunlight Beauty Group (Maiden) Ltd
安世思奧國際有限公司	香港(國際)眼科醫療集團有限公司
NCCO International Ltd	Hong Kong (International) Eye Care Group Ltd
超羣麵包西餅有限公司	高雅線圈製品有限公司
Maria's Bakery Co Ltd	Coils Electronic Co Ltd
西龍傳香有限公司	永成電業有限公司
QQ Rice (HK) Ltd	Wingshing Electrical Ltd
澳美製藥廠有限公司	Batech Asia Ltd
Bright Future Pharmaceutical Laboratories Ltd	Batech Asia Ltd
翠明假期有限公司	培天有限公司
Charming Holidays Ltd	Pro Sky Corporation Ltd
安興金屬壓鑄有限公司	Elsyung Consulting Ltd
On Hing Metal Die-casting Co Ltd	Elsyung Consulting Ltd
推廣易有限公司	同心飲食有限公司
EZ Promo Ltd	Jointed-Heart Ltd
福泰珠寶集團有限公司	出入易迷你倉國際有限公司
Fook Tai Jewellery Group Ltd	In N Out International Corporate Ltd
創生興業有限公司	香港潔淨水有限公司
New Cynosure Co Ltd	Hong Kong Water Solution Ltd
尚方有限公司	時諾有限公司
Saintford Ltd	Time Promise Ltd
建華(街市)管理有限公司	林淦生醫藥研究院有限公司
Uni-China (Market) Management Ltd	Lam Kam Sang Medical Research Institute Ltd
珍卡兒藥妝有限公司	東方表行有限公司
Laboratory Janeclare Ltd	Oriental Watch Co Ltd
香港中華煤氣有限公司	雅悅實業有限公司
The Hong Kong & China Gas Co Ltd	Asia Health Products Ltd
景鴻移民顧問有限公司	溢興貿易(香港)有限公司
EK Immigration Consulting Ltd	Yat Hing Trading (HK) Ltd
購票通(香港)有限公司	時興貿易發展有限公司
Cityline (HK) Ltd	Sze Hing Trade Development Ltd
寶湖飲食集團有限公司	新亞生命科技有限公司
Treasure Lake Catering Holdings Ltd	Pangenia Lifesciences Ltd
港豐金融集團控股有限公司	滙隆棚業有限公司
Kong Fung Financial Group Holdings Ltd	Wui Loong Scaffolding Works Co Ltd
東方紅藥業有限公司	合廠有限公司
Tung Fong Hung Medicine Co Ltd	Hatch Ltd

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百家企業國際集團有限公司
100 Enterprises International Group Co Ltd
香港同康藥業有限公司
Hong Kong Tung Hong Medicine Co Ltd
鼎豐信貸有限公司
Tiptop Credit Ltd
氣淨達國際有限公司
Airdefender International Co Ltd
香港母嬰教育服務中心有限公司
Momcare Education Ltd
莎娜美(國際)有限公司
Satami International Ltd
紹榮鋼鐵有限公司
Shiu Wing Steel Ltd
浚一企業有限公司
Merge Enterprise Ltd
萬士博(亞洲)有限公司
MaxiPro (Asia) Ltd
若苦創作有限公司
The Bittersweet Creations Ltd
草之道滾球訓練學院有限公司
Simply Bowls Institute Ltd
港台餐飲業國際股份有限公司
KT Food and Beverage International Ltd
得易健康有限公司
Take2 Health Ltd
Gaw Capital Asset Management (HK) Ltd
Gaw Capital Asset Management (HK) Ltd
Master Edutainment Ltd
Master Edutainment Ltd
輝煌影音有限公司
Famous Audio and Video Co Ltd
樂雅兒玩具(香港)有限公司
Royal Toys (HK) Co Ltd
世衛實業有限公司
Guardman Products Ltd
卡美士國際有限公司
Kamex International Ltd
聯豐興業(集團)有限公司
Associated Technology (Holdings) Co Ltd
香港莊臣控股有限公司
Hong Kong Johnson Holdings Co Ltd
正斗飲食管理集團有限公司
Tasty Corporation Ltd
寵物假期(香港)有限公司
Pet Holidays (HK) Co Ltd
康河診所管理有限公司
River Cam Clinic Management Ltd
一道空間有限公司
ADO Ltd
終生美麗美容纖體有限公司
Beauty Forever Salon Ltd
星火能源管理有限公司
EcoSmart Energy Management Ltd
葉氏駱駝(香港)有限公司
Yip's Camel (HK) Ltd

漢強實業有限公司
Hon Keung Industrial Co Ltd
雅各臣貿易有限公司
Jacobson van den Berg (China) Ltd
植華品牌(亞洲)有限公司
Grown-up Licenses (Asia) Ltd
奧迪美(香港)有限公司
Optimix (HK) Ltd
金昇家品有限公司
Golden Sun Home Products Ltd
明輝實業國際有限公司
Ming Fai Enterprise International Co Ltd
泰嘉企業公司
Tiger Enterprise Corporation
金朗貿易有限公司
Golden Fine Trading Ltd
Alan Lo Design & Art Direction
Alan Lo Design & Art Direction
樂道藝創有限公司
Logos Art Co Ltd
香港駕駛學院有限公司
The Hong Kong School of Motoring Ltd
維健生香港有限公司
Vital Care Hong Kong Ltd
香港教育城有限公司
Hong Kong Education City Ltd
尚品之薈有限公司
Premier Food Ltd
新亞薑糖(香港)有限公司
Sixfifteen Imports-exports Ltd
新億食品有限公司
Sun Yik Food Ltd
寶寶米集團有限公司
BOBORICE Group Ltd
羸仁生物技術投資有限公司
T & Y Biologics Investment Ltd
世利行貿易有限公司
Golden Row Trading Ltd
光大參茸海味集團有限公司
Kwong Tai Medicine Co Ltd
雅視光學有限公司
Arts Optical Co Ltd
大中華策略夥伴有限公司
MP3 Greater China Strategic Partners Co Ltd
詩樂氏有限公司
Swashes Ltd
君譽醫療集團
Icon Medical Group
嘉禾國際控股有限公司
Ka Woo International Holdings Ltd
江炳滔律師事務所
Benny Kong & Tsai
九龍巴士(一九三三)有限公司
The Kowloon Motor Bus Co (1933) Ltd
香港口腔修復醫學有限公司
Hong Kong Prosthodontics Medicine Ltd



香港品牌發展局

Hong Kong Brand Development Council

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